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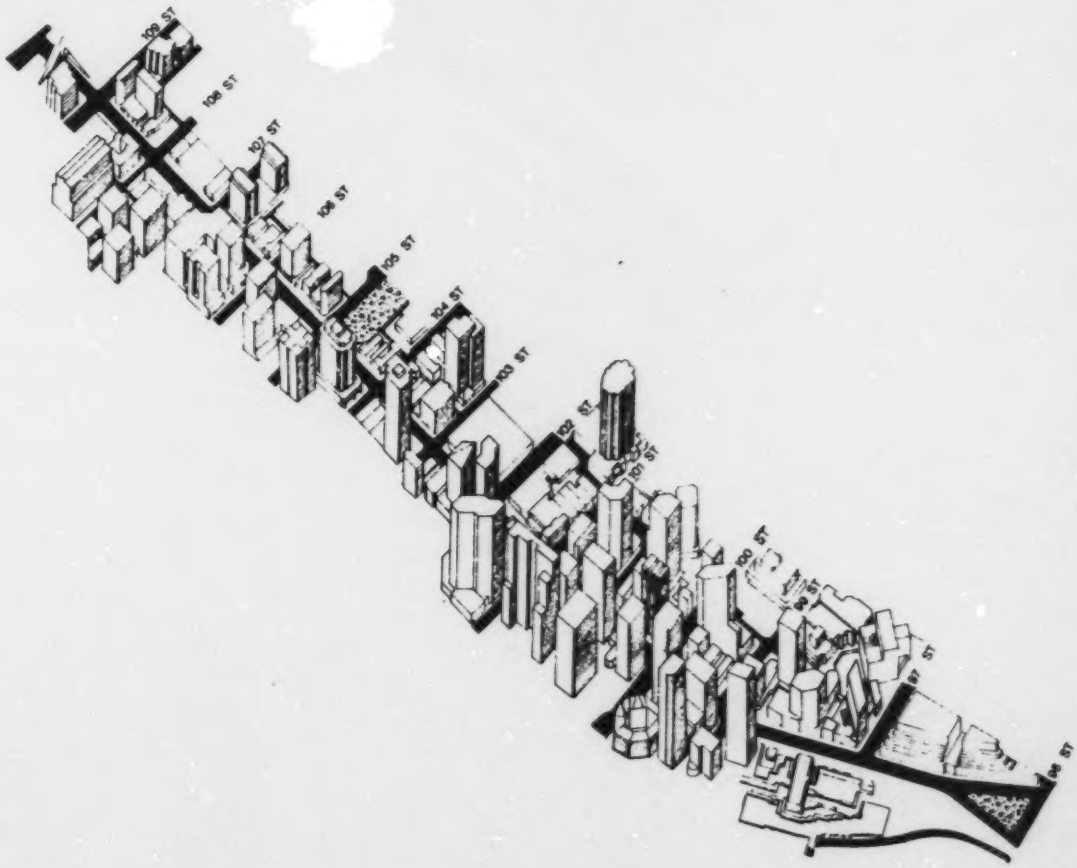
SURVEY RESULTS:

JASPER AVENUE IMPROVEMENT PROGRAM



THE CITY OF Edmonton PLANNING

FEBRUARY 1983

ACKNOWLEDGMENT

The Planning Department, Edmonton Chamber of Commerce and the members of the Steering and Working Committees of the Jasper Avenue Improvement Program thank the businessmen, property owners and the general public for taking time to respond to the surveys conducted during September 1982.

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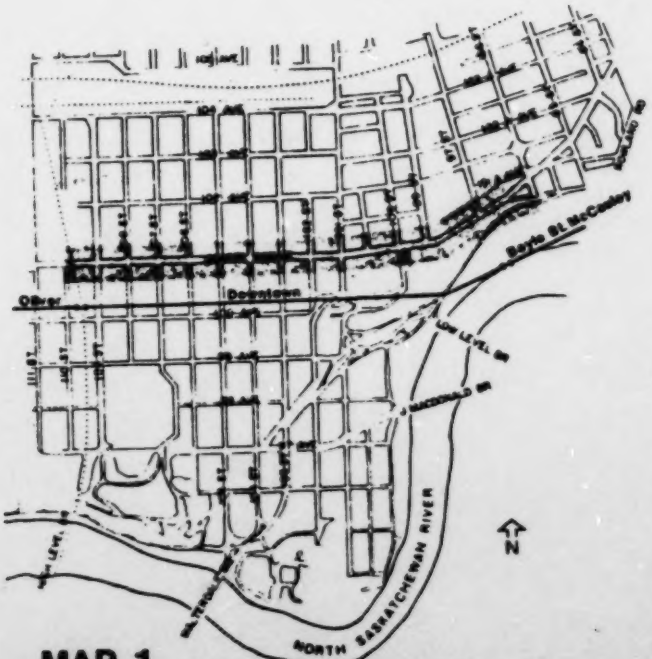
1.0 SUMMARY OF SURVEY RESULTS

1.1 Findings

Survey results reveal strong and widespread community support for a program to revitalize the visual, physical, economic and social vitality and character of Jasper Avenue, Edmonton's downtown. The findings of three surveys conducted in September 1982 are summarized in Tables 1 and 2. Appendix I explains the approach used and Appendix II provided the surveys that were administered. The surveys polled 320 Jasper Avenue businesses, of which 48% completed the questionnaires, 620 citizens across the city answered the telephone survey and 564 Jasper Avenue pedestrians participated in the on-street survey. The portion of Jasper Avenue under study is between 96 and 110 Street, as shown on Map 1.

1.2 Implications

The views and recommendations expressed by the businesses and residents surveyed will be used by a joint task force, involving the Chamber of Commerce and the City of Edmonton, to develop and undertake a Jasper Avenue Improvement Program.



MAP 1
STUDY AREA LOCATION

2.0 INTRODUCTION

2.1 Purpose of the Surveys

In February 1982, a joint task force of the Chamber of Commerce and the City of Edmonton was formed to develop an improvement program for the Jasper Avenue revitalization. The task force decided such an ambitious endeavour should only be undertaken if there was strong and widespread support from city residents and Jasper Avenue businesses. Consequently, three surveys were undertaken to determine if there is support, what type of improvements residents and businesses most favour and how they feel the improvement projects should be financed.

The following surveys were conducted in September 1982 and the results were released officially on November 9, 1982:

a) a city-wide survey of 620 residents,
b) a survey of 325 Jasper Avenue businesses, and
c) an on-street survey of 564 Jasper Avenue pedestrians.

2.2 Report Content

The study area, groups surveyed and the survey approach are given in Appendix I. This report presents the overall findings of the surveys and interprets what their implications are for developing an improvement program for Jasper Avenue.

The complete set of the surveys is provided in Appendix II. Additional comments offered by the survey participants are presented in Appendix III. A series of tables presented in Appendix IV provide further analysis of the results and information concerning the characteristics and views of each group surveyed.

2.3 How the Survey Results are being Applied

This report provides a general analysis of the survey results and serves as a working document for the Jasper Avenue Improvement Program. The Steering and Working Committees of the Program began examining the findings immediately

upon their release in November 1982 and have been developing the initial action plan. They have been organizing opportunities for the Jasper Avenue businesses to participate directly in planning and implementing the Improvement Program including the following:

a) Businesses who indicated in their surveys their willingness to participate, will be recruited for specific tasks and committees. A week-long open house is planned for March 21 to 25, 1983 to afford an opportunity for businessmen and other interested persons to discuss their ideas and to obtain information about the progress to date.

b) A workable strategy to finance the physical improvements is being developed by the Committees. The ideas of any concerned businessmen and City administrators will be considered in reviewing the opportunities and alternatives.

c) A demonstration project of improvements to one block of Jasper Avenue, between 103 and 104 Streets, will be undertaken this spring of 1983, in time for Universiade, the world student games being held in Edmonton.

d) A promotion committee has been formed to devise promotional campaigns and activities for Jasper Avenue.

e) Consultants will be hired in the near future to prepare a plan for the physical improvements to Jasper Avenue.

3.0 GENERAL INDICATIONS OF SUPPORT FOR IMPROVEMENTS

3.1 Findings

There is overwhelming community support for a program to revitalize Jasper Avenue, as evidenced by the survey results. (See Tables 1 and 2.)[1] Asked if there is a need to undertake Jasper Avenue improvements, of those surveyed, the answer is "yes" from:

a) 82.7% of the Jasper Avenue businesses,

b) 75.9% of the residents, and

c) 87.6% of the Jasper Avenue pedestrians.

3.2 Implications

These results provide a clear directive to the City and Chamber of Commerce concerning the need for improvements. That is, an improvement program for Jasper Avenue is desired.

TABLE 3

POSITIVE FEATURES OF JASPER AVENUE: THREE SURVEY SUMMARY

	BUSINESS SURVEY %	CITY-WIDE SURVEY %	ON-STREET SURVEY %
Good Variety of Retail	12.8	0.0	28.3
Exclusive Shopping	5.1	3.2	8.7
Unique Historical Buildings	2.6	1.9	6.0
Easy Access	0.0	6.9	6.7
Parks, Trees and Plants	0.0	7.1	4.1
Close Proximity to Home	0.0	0.8	6.5
Major Shopping Area in Downtown and City	9.0	3.4	2.8
Did not indicate any particular positive features	70.5	76.7	36.9
	100.0	100.0	100.0

[1] Taken on the negative side, it should be noted that few respondents feel strongly that Jasper Avenue presently has many positive features. (See Table 3.)

4.0 VIEWS ON FINANCING THE IMPROVEMENTS

4.1 Findings

4.2 Business Survey

The businesses surveyed were asked whether they would be willing to contribute financially to an improvement program. As shown in Table 4, 35.9% are willing, 43.9% are not and 18.5% gave no answer, presumably have not committed themselves. Given such a high proportion of businesses that did not answer, it suggests that further exposure to the idea of an improvement program would be useful in order to determine whether they would be willing to contribute financially. Even so, it is noteworthy that over one-third of the businesses are willing to bear some of the costs.

When businesses were asked whether general tax revenues from the City purse should be deployed for Jasper Avenue improvements, a majority of 66.7% said "yes", 15.4% said "no" and 17.3% were undecided. Here the implication is clear: The surveyed businesses are saying that the government taxes should be used.

As a further confirmation of this directive, Table 4 indicates 66.7% of the surveyed businesses also indicate that they are willing to have more of their present business taxes deployed for Jasper Avenue improvements. But Table 5 shows that 67.9% of the businesses do not want their business taxes increased.

Clearly the financial issue should be a central focus in developing the Improvement Program. In this process, the businesses should be involved as much as possible. Of the businesses willing to contribute financially, the method of collecting the funds which they prefer is indicated in Table 6. As this indicates, there is no particular method that stands out as the most favorite. The highest proportion, 27.3% of businesses, favour the use of a local improvement tax and 22.7% favour a combination of methods. Of those who prefer increased taxes, the survey asked them to indicate, in general terms, the amount and percentage increase they feel would be reasonable. Table 6 provides this information.

TABLE 4

FINANCING OF IMPROVEMENTS: BUSINESS SURVEY

BUSINESSES SHOULD CONTRIBUTE FINANCIALLY	%
Yes	35.9
No	43.6
No Answer	17.9
Government Office/Could Not Answer	2.6
	100.0

USE OF GENERAL TAX REVENUES	%
Yes	66.7
No	15.4
No Answer	17.9
	100.0

USE MORE PRESENT BUSINESS TAX	%
Yes	66.7
No	14.7
No Answer	18.6
	100.0

TABLE 5
TAX INCREASES PREFERRED: BUSINESS SURVEY

TAX INCREASE/AMOUNT FAVOURED	%
No Increase	67.9
$101-$250	0.6
$751-$1000	0.6
1%-5%	4.5
6%-10%	3.2
No Answer	17.9
Do Not Pay Taxes/Cannot Indicate	1.5
Uncertain	3.8
	100.0

TABLE 6
PREFERRED FINANCING METHODS: BUSINESS SURVEY

PREFERRED FORMS OF CONTRIBUTION	%*
Increased Business Tax	7.1
Local Improvements Tax	11.5
Voluntary Donations	5.1
Fund Raising Activities	7.1
Combination of Tax and Fund Raising Activities	3.2
Combination of Donations and Fund Raising Activities	5.1
Combination of Business Tax and Local Improvements Tax	1.3
Not Willing to Contribute	41.7
No Answer	16.0
Undecided	1.9
	100.0

Table 7 indicates the response of the businesses surveyed regarding whether the public and private sectors should work together on the improvements. For the public portion of Jasper Avenue, 37.2% of the businesses say "yes". Since 50% however, did not answer this question, it suggests that many of the businesses have not decided on how they feel the improvements should be implemented.

TABLE 7

SUPPORT PRIVATE AND PUBLIC SECTOR
JOINT VENTURE IMPROVEMENTS:
BUSINESS SURVEY

JOINT VENTURE IMPROVEMENTS	%
1. Public Right-of-way Improvements	
Yes	37.2
No	12.8
No Answer	50.0
	100.0
2. Private Property Improvements	
Yes	30.1
No	16.7
No Answer	53.2
	100.0
3. Organize Special Events	
Yes	47.4
No	10.9
No Answer	41.7
	100.0
4. Coordinate Promotional Campaigns	
Yes	45.5
No	12.8
No Answer	41.7
	100.0

4.3 City-wide Survey

According to the city-wide survey, the majority of residents, 66.5%, favour joint financing by the government and businesses (See Table 8). 13.2% want solely government financed improvements, while 3.5% feel that businesses should be solely responsible and 11.8% are undecided. From this survey, the directive is clear: government and business should finance any improvements jointly. Moreover, the surveyed residents feel that Jasper Avenue improvements should be given a high priority in the City budget. The majority of residents, 53.6%, also indicate they would agree to a slight increase in their City taxes if required for implementation of the improvements.

4.4 On-street Survey

As in the case of the city-wide survey, the majority of pedestrians surveyed, 49.6% think that government and business should share the costs of Jasper Avenue improvements. (See Table 8.) 42.7% feel the improvements should receive a high priority in the City budget, 32.7% say "no" and 14.2% are undecided in this regard.

TABLE 8
PREFERRED FINANCING: CITY-WIDE AND ON-STREET SURVEYS

WHO SHOULD PAY FOR JASPER AVENUE IMPROVEMENTS?	CITY-WIDE SURVEY	ON-STREET SURVEY
General Taxpayer	13.2	25.0
Business	3.5	10.0
Both Government & Business	66.5	49.6
Undecided	11.8	4.4
Do Not Support Improvements/Not Asked	5.0	11.0
	100.0	100.0
SHOULD JASPER AVENUE IMPROVEMENTS RECEIVE A HIGHER PRIORITY FOR EXPENDITURE OF YOUR TAX DOLLARS?		
Yes	48.1	42.7
No	21.0	32.7
Undecided	25.0	14.2
Do Not Support Improvements/Not Asked	5.9	10.4
	100.0	100.0

4.5 Implications

Each survey deals with the important question of who should pay for the improvements. Combining the conclusions of all the surveys, the results indicate that respondents feel the private and public sectors should share the cost of the improvements and that the program should be developed and implemented jointly.

5.0 WILLINGNESS TO CONTRIBUTE TIME AND EXPERTISE

5.1 Findings

Apart from a financial commitment, the businesses were asked to indicate their willingness to contribute time and expertise to Jasper Avenue improvements and related activities. As can be seen in Table 9, 39.1% indicate willingness, 33.3% say "no" and 24.4% are undecided. Of those who are willing, the type of involvement they prefer is shown in Table 10. Although the percentage of willing participants is perhaps low, it represents a finite number of businessmen who are willing to lend a hand in developing and undertaking the Improvement Program. These persons should be contacted by task force for this purpose.

A block by block breakdown of the businesses who are willing to become involved shows that some blocks are more ready for improvements than others. (See Appendix IV.) Also, a list of participants has been drawn up from the survey which the Chamber of Commerce will be using to solicit participants in developing the Improvement Program.

5.2 Implications

A core group of interested businessmen can be invited to participate in the formulation and implementation of the Jasper Avenue Improvement Program.

TABLE 9

WILLINGNESS TO CONTRIBUTE TIME AND EXPERTISE:
BUSINESS SURVEY

RESPONSE	%
Yes	39.1
No	33.3
No Answer	24.4
Does Not Applicable (Doctors, Lawyers, etc.)	3.2
	100.0

TABLE 10

PREFERRED FINANCING METHOD: BUSINESS SURVEY*

TYPE OF IMPROVEMENTS	METHODS OF CONTRIBUTION TIME %	EXPERTISE %
Physical Improvements	8.3	3.2
Coordinated Promotions	10.9	9.6
Organized Social Events	2.6	3.8
Physical Improvements and Organized Social Events	2.6	0.0
Physical Improvements and Coordinated Promotions	1.3	1.9
Coordinated Promotions and Organized Social Events	4.5	4.5
Physical Improvements, Coordinated Promotions and Organized Social Events	2.6	1.3

* Only the 39.1% of businesses who are interested answered this question. The percentages do not add up to 100% because respondents were asked to indicate one or several ways they would like to contribute and hence each percentage merely reflects the finite number of businesses who are willing.

6.0 IMPROVEMENT PRIORITIES

6.1 Findings

From the overall analysis of the survey results concerning what improvements businesses and residents would like to see, seven improvements emerged from the three surveys as the most frequently cited. (See Table 11.) The top seven improvements that most respondents would like to see are:

a) more trees, plants and parks,
b) more street furniture,
c) a greater variety of shops,
d) more parking,
e) reduced parking rates,
f) more police patrolling, and
g) better sidewalk and street maintenance.

The order of importance given to the above improvements varies somewhat between the surveys. As to why this may be so is discussed in subsequent sections.

TABLE 11

MOST DESIRED IMPROVEMENTS*

BUSINESS SURVEY	%	CITY-WIDE SURVEY	%	ON-STREET SURVEY	%
More Parking	60.9	More Trees, Plants and Parks	46.5	More Trees, Plants and Parks	
Better Designed Street Furniture	59.6	Greater Variety of Shops	46.5	Greater Variety of Shops	
More Trees, Plants and Parks	55.1	More Parking	44.5	Cleaner, Better Maintained Sidewalks	
Reduce Parking Rates	48.7	More Police Patrol	40.8	More Street Furniture	
Better Policing	47.4	Reduce Parking Rates	40.6	More Parking	

* Percentages do not add up to 100%; in each survey repondents could indicate one or more desired improvements therefore totals exceed 100%.

6.2 Implications

Taken as a whole however, the seven improvements clearly represent the type of improvements that the majority of businesses, residents and pedestrians surveyed consider the most desirable way of improving the vitality of Jasper Avenue. As such, these should be given top priority in the development of the Improvement Program.

7.0 FUNCTIONS OF JASPER AVENUE

7.1 Findings

Several questions provide indications as to what the people surveyed consider the function of Jasper Avenue to be. Tables 12 and 13 indicate that in the city-wide survey, 40.0% of respondents consider the main function to be business and financial. Only 17.4% feel its function is for shopping and 11.0% for entertainment purposes. Of the pedestrians surveyed, 25.8% were on Jasper Avenue at the time of the interview for business purposes. 21.8% were simply passing through on their way to a destination off the Avenue. Table 14 shows why and how often residents interviewed usually go downtown and to Jasper Avenue. Very few residents go downtown or to Jasper Avenue on a regular basis and the main reasons for going downtown or to Jasper Avenue are either entertainment, special events or personal appointments.

7.2 Implications

The above findings suggest that the function of Jasper Avenue is perceived primarily as one of business and finance and to a lesser extent of one of recreation and shopping. But in actual fact, the residents surveyed indicate that to them the primary function of Jasper Avenue is one of entertainment, special events, or personal appointments.

It was found that 75.9% of the residents who were asked the question, feel they would be attracted to Jasper Avenue if improvements were undertaken (See Table 1.) But 44.0% of residents indicate they never visit Jasper Avenue, which can be interpreted to mean that presently they have no reason to go there. Unfortunately few people offered reasons why improvements would not attract them to Jasper Avenue.

TABLE 12

MAIN FUNCTIONS OF JASPER AVENUE: CITY-WIDE SURVEY

CITY-WIDE SURVEY MAIN FUNCTION OF JASPER AVENUE*	%
Main Street	34.0
Business/Financial	40.0
Shopping	17.4
Entertainment	11.0

* Note: Percentages do not add up to 100%; some people felt that Jasper Avenue had more than one "main function".

TABLE 13

PURPOSE FOR BEING ON JASPER AVENUE: ON-STREET SURVEY

ON-STREET SURVEY REASON PEDESTRIANS ON JASPER AVENUE	%
Passing Through	21.8
Window Shopping, Browsing, Walking, etc.	15.0
To Eat or Drink	6.0
For Movie or Theatre	7.8
Businesses	25.8
Shop	18.8
Service	3.2
Other	1.6
	100.0

TABLE 14
REASONS TO VISIT DOWNTOWN AND JASPER AVENUE: CITY-WIDE SURVEY

REASONS FOR GOING DOWNTOWN	FREQUENCY OF VISITS Almost every day (Mon-Fri) %	Once or twice a week %	Once or twice a month %	Seldom %	Never %	No Answe %
Work	11.8	1.3	0.5	0.2	82.4	3.9
Business	1.0	2.7	4.8	7.7	79.8	3.9
Shopping	1.1	17.6	25.8	29.7	20.6	5.2
Entertainment (Restaurants, etc.)	0.2	11.8	31.0	26.8	26.3	4.1
Special Events (Klondike days, parades, etc.)	13.1*	9.4	0.5	25.3	47.7	4.1
Personal Appointments	0.0	1.3	11.1	30.3	53.2	4.1
Financial Matters	0.2	5.8	9.0	6.0	75.0	4.1
Just to Walk or Browse	1.0	4.8	11.6	17.1	61.5	4.1

REASONS FOR GOING TO JASPER AVENUE	Almost every day (Mon-Fri) %	Once or twice a week %	Once or twice a month %	Seldom %	Never %	Questi Not A or An Not G
Work	2.6	0.2	0.3	0.0	45.8	51.
Business	0.2	0.8	2.4	3.9	41.6	51.
Shopping	0.6	8.5	16.0	17.9	5.8	51.
Entertainment (Restaurants, etc.)	0.2	6.0	16.6	16.8	9.4	51.
Special Events	4.4	11.0	0.2	16.1	17.3	51.
Personal Appointments	0.0	0.5	5.0	11.3	32.1	51.
Financial Matters	0.2	2.1	3.7	3.1	39.8	51.
Just to Walk or Browse	1.1	2.6	7.9	11.3	26.0	51.
Just Passing Through to Another Destination off the Avenue	3.7	6.5	6.8	17.7	14.2	51.

* The question was somewhat ambiguous. Obviously some people interpreted it to mean everyday during the "perio of special events, while others interpreted it to mean every day of the year.

**46.9% of those persons surveyed said that they never visited Jasper Avenue; therefore, they were not asked th question. 4.2% of those asked the question did not wish to answer it.

8.0 PARKING

8.1 Findings

More parking should be provided. This is the view of a high proportion of all those surveyed (See Table 1.) As indicated in Table 11, it ranks among the seven most desired improvements in all three surveys.

The need for more parking ranks first among the desired improvements suggested in the city-wide survey. This suggests that parking availability is of paramount importance according to the residents surveyed.

In the business survey, more parking is the second most desired improvement. The sensitivity of the businesses to their customer's needs is reflected hereby.

Pedestrians surveyed also feel strongly that more parking is needed. Their concern is not quite as strong as that evidenced in the city-wide and business surveys. Since the pedestrians also come downtown more frequently than the residents surveyed (see Tables 14 and 15), they have likely either overcome their own parking problem or they walk. Table 16 shows where the pedestrians on Jasper Avenue live. Since a large number (40.0%) live outside the downtown, this would also indicate they have overcome their parking problem. A higher proportion of residents are also downtown workers, as indicated by Table 14.

Table 17 indicates the type of improvements that the Jasper Avenue businesses surveyed would like to see. As in the case of the city-wide and on-street surveys, the Jasper Avenue businesses surveyed also indicated that reducing rates and increasing the number of short-term parking spaces are the most desired improvements.

8.2 Implication

The implication for the Jasper Avenue Improvement Program is that parking availability should be improved and, furthermore, this aspect should be given a high priority.

Of businesses surveyed, the peak sales period for the retail operations on Jasper Avenue is between 11:01 a.m. and 1:00 p.m. (See Table 20.) This suggests that a high proportion of customers are likely Downtown employees who are shopping on their lunch hour.

TABLE 20

DAILY SALES
PEAK AND LOWEST PERIODS: BUSINESS SURVEY

DAILY SALES PERIOD*	PEAK SALES PERIOD %	LOWEST SALES PERIOD %
9:00 a.m. - 11:00 a.m.	6.4	42.9
11:01 a.m. - 1:00 p.m.	60.3	3.8
1:01 p.m. - 3:00 p.m.	24.4	14.7
3:01 p.m. - 5:00 p.m.	25.0	22.4
5:01 p.m. - 7:00 p.m.	7.1	16.7
7:01 p.m. - 9:00 p.m.	6.4	17.9
No Specific Time	0.6	0.6
Not Applicable (offices)	9.0	9.0
No Answer	13.5	16.0

* Percentages do not add up to 100%; some businesses indicated more than one peak or lowest daily sales period.

Of the pedestrians interviewed, the following observations can be made:

a) 40.7% come downtown everyday, and

b) as to their reasons for being on Jasper Avenue at the time of the interview, it was found:

   i) 18.8% were shopping,

   ii) 6.0% were there to eat or drink,

   iii) 7.8% were there for entertainment purposes, and

   iv) 25.8% were there for business reasons or simply were passing through to another destination.

It should be noted that since a greater proportion of the pedestrian interviews were conducted during peak periods of pedestrian traffic (e.g. between 11:00 a.m. and 1:00 p.m.) which is also the peak time for shopping activity. It would be expected that a high proportion of pedestrians interviewed were shopping. Here is a market of Jasper Avenue retail that is not being fully tapped.

Of those surveyed, only 2.8% of the pedestrians, 3.4% of the residents and 9.0% of the businesses feel Jasper Avenue is a major shopping area. Only a small percentage of all respondents feel the Avenue offers exclusive shopping, that is, 8.7% of the pedestrians, 3.2% of residents and 5.1% of the businesses.

With regard to shopping hours, only 15.0% of the residents surveyed want longer shopping hours, while 65.4% do not. This indication of preference should be taken into account by the businesses in any future decisions on this matter.

10.2 Implications

In all the surveys, a greater variety of shops were identified as being among the seven most frequently desired improvements. As shown in Table 11, 44.2% of businesses, 46.5% of residents and 24.6% of the pedestrians surveyed suggest this.

Generally, the retail outlets on Jasper Avenue are not capturing the full extent of available downtown shopping activities. Nor is Jasper Avenue retail trade getting the full extent of the retail market from the people walking down the Avenue. It is also observed, that retail on Jasper Avenue, and in the downtown generally, is competing with major shopping centres. This is confirmed by findings contained in Table 19.

Hence, any future planning for increasing Jasper Avenue retail activity should include a full review of how more pedestrians and more of the available downtown market can be attracted to future and existing retail operations. The findings concerning promotions, found in Section 20, should be taken into account with respect to this area of concern.

It is clear from the above cited findings that any program for Jasper Avenue improvements should consider improving shopping variety and attracting customers to Jasper Avenue a high priority.

11.0 TREES, PLANTS AND PARKS

11.1 Findings

In the surveys, the provisions of more trees, plants and parks is ranked amongst the seven most frequently desired improvement (See Tables 1 and 11)s. The majority of businesses surveyed, 55.1%, think this improvement is needed, as do 46.5% of the residents and 39.1% of the pedestrians surveyed.

The introduction of more landscaping is further supported by responses to another question. 7.1% residents and 4.1% pedestrians feel parks, trees and planters are among the most positive features of Jasper Avenue. (See Table 3.)

11.2 Implications

The implication for the Improvement Program is that more trees, plants and parks should be provided and this improvement should be given high priority.

12.0 MAINTENANCE AND CLEANING

12.1 Findings

A large percentage of the businesses surveyed feel street and sidewalk maintenance as well as cleaning should be improved (See Table 21.) In the city-wide survey, 16.0% want improved cleaning and maintenance of Jasper Avenue. Of pedestrians surveyed, 21.4% want improved sidewalk cleaning. As shown in Table 11, maintenance is one of the top seven priorities in the on-street survey.

12.2 Implications

The area of sidewalk and roadway maintenance cleaning should be included in the Jasper Avenue Improvement Program.

TABLE 21

MAINTENANCE: SUGGESTIONS FOR IMPROVEMENTS*

BUSINESS SURVEY	%
Improve Street Lighting	43.6
Improve Sidewalk Cleaning	39.7
Improve Street Maintenance	21.8
Improve Sidewalk Maintenance	34.6
Better Snow Removal	34.6
Decrease Noise, Dust, etc.	33.3
More Adequate Municipal Services	13.5
Painted Power, Signal and Light Standards	11.5
CITY-WIDE SURVEY	**%**
Improve Cleaning and Maintenance	16.0
ON-STREET SURVEY	**%**
Improve Sidewalk Maintenance	16.3
Improve Sidewalk Cleaning	21.4

* Percentages do not add up to 100%; some respondents indicated more than one desired improvement while others did not indicate any desired improvements to maintenance.

13.0 STREET FURNITURE

13.1 Findings

In all the surveys, more and better quality street furniture is among the seven most frequently desired improvements (See Table 1). A majority of businessmen, almost 60%, consider more or better quality street furniture desirable. Street furniture improvement ranked first in the pedestrian survey. In the city-wide survey, 25.6% of the residents feel this improvement was needed.

13.2 Implications

The implication is that the improvement program for Jasper Avenue should ensure that more and better quality street furniture is provided and that it is given a high priority.

14.0 STOREFRONT FACADES

14.1 Findings

The business survey reveals that 62.2% of businesses who responded feel improvements to storefront facades are desirable. When asked whether they would be willing to participate in any program to encourage facade improvements, 45.5% of the businesses said they would (See Table 22.) A more detailed breakdown of the sort of facade improvements these businesses are willing to undertake is given in Table 23.

The city-wide survey indicates that 31.1% of the residents think improvements to facades are desirable. No comments on facades are given by the pedestrians in their survey. It should be noted, however, that pedestrians were not asked to comment specifically on a list of improvements while the respondants of the business and city-wide surveys were.

14.2 Implications

Since any improvements to storefront facades will be done on private property, the businesses will have to commit themselves to making these changes. A Program to coordinate such improvements could be useful however, and with 45.5% willing to participate, the task force should explore the possibilities.

In the Appendix IV, a block by block analysis is given of the condition of storefronts.[1] A block by block breakdown is also given in Appendix IV of the businesses most willing to participate in such a program.

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1 The surveyor's checklist gives an indication of the type of structures and materials for the storefronts of businesses that were surveyed. In comparing the conditions between the premises, it is possible to determine which blocks may require more facade improvements.

TABLE 22

STOREFRONT FACADE IMPROVEMENTS: BUSINESS SURVEY

FEEL FACADE IMPROVEMENTS ARE REQUIRED	%
Yes	62.2
No	21.2
No Answer	16.7
	100.0%

WILLING TO PARTICIPATE IN A PROGRAM TO IMPROVE FACADES	%
Yes	45.5
No	15.4
Does Not Feel Improvements Required	14.7
No Answer	24.4
	100.0%

TABLE 23

WILLING TO UNDERTAKE STOREFRONT IMPROVEMENTS: BUSINESS SURVEY

WILLING TO UNDERTAKE ONE OR MORE OF THE FOLLOWING IMPROVEMENTS*	%
Signage Improvements	22.4
Repainting/Refinishing Storefronts	21.2
Providing Canopies	19.2
Providing Banners	10.9
Providing Christmas Decorations	25.6
Providing Window Displays	28.8
Did Not Answer Question (approx.)	45.0

Percentages do not add up to 100%; some businesses indicated a willingness to undertake more than one of the suggested improvements. Other businesses indicated they had either just completed improvements or were planning on relocating so they were not willing to participate in a program to improve storefronts.

15.0 REHABILITATE/RETAIN HISTORICAL LANDMARKS

15.1 Findings

When asked whether historical landmarks on Jasper Avenue, such as prominent buildings and parks, should be rehabilitated and/or retained, over one-third of businesses, 41.3% of residents and 7.0% of pedestrians surveyed said, "yes".[1] Several people also provided additional comments in support of retaining historical features. The comments are found in Appendix III.

15.2 Implications

Based upon the above results, the retention and rehabilitation of historic buildings and landmarks on Jasper Avenue should be given consideration as part of the Improvement Program.

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1 As indicated in Table 3, it should be noted that few perceived historical buildings as being among Jasper Avenue's most positive features. Only 1.9% of residents, 6.0% of pedestrians and 2.6% of businesses surveyed mentioned this feature.

16.0 ROADWAY

16.1 Findings

16.2 Creation of a Mall

Just over 50% of the businesses surveyed do not want Jasper Avenue to be turned into a mall. On the other hand, as indicated in Table 1, almost 40% favour a mall and this group has indicated what kind of a mall they would most like. (See Table 24.) Of the businesses who favour a mall, 30.4% would like all vehicular traffic eliminated from the Avenue and another 25% suggest that only bus traffic be allowed.

TABLE 24

FORM OF MALL DESIRED: BUSINESS SURVEY*

FORM	%
2 Lanes of Traffic	4.5
4 Lanes of Traffic	8.3
No Traffic	10.9
Buses Only	9.6
Widened Sidewalks	1.3
Saturday Mall	0.6

* Percentages do not add up to 100%; only those businesses who favoured the creation of a mall competed this question.

The above observations suggest that such a close split for and against a mall can be interpreted in the following way. While a full mall with all traffic eliminated should not be developed, some reduction in the width of the roadway may be desirable. The extent of roadway reduction however, should be vetted before the affected businesses and be given further consideration before any final decision is reached.

Only 12.2% of pedestrians interviewed feel that Jasper Avenue sidewalks should be widened. Since the pedestrians were not given a list of improvements to comment on, this percentage response can be considered a significant

indication nonetheless. Appendix III provides additional comments regarding the creation of a mall that were offered by the respondents in the three surveys.

16.3 Traffic Congestion.

Of those surveyed, 47.4% of the businesses, 44.5% of the residents and 13.0% of pedestrians think traffic congestion on Jasper Avenue should be reduced. This issue will be a challenge to future planning and management of traffic flows in and through the downtown area. The matter should be given careful consideration in determining the future width of the Jasper Avenue roadway.

Table 25 offers suggestions made by the businesses surveyed as to how the traffic congestion could possibly be ameliorated.

TABLE 25

TRAFFIC IMPROVEMENTS: THREE SURVEY SUMMARY*

BUSINESS SURVEY	%
Better Coordination/Syncronization of Traffic Lights	21.2
Provision of Exclusive Bus Lanes	9.0
Reduced Bus Traffic	10.9
Reduced Truck Traffic	19.9
Relocated Transit Zones	9.6
Improved Access Routes	16.0
CITY-WIDE SURVEY	**%**
Improved Vehicular Access Routes	10.2
Reduced Traffic Congestion	32.7
ON-STREET SURVEY	**%**
Improved Vehicular Access Routes	4.8
Reduced Traffic Congestion	11.5

* Percentages do not add up to 100%; only those respondents who felt there was a need to improve vehicular circulation indicated what type of improvements were necessary.

16.4 Access to Jasper Avenue

The issue of access to Jasper Avenue was raised as part of the question concerning what the positive features of Jasper Avenue may be. Results indicate that few people think vehicular access to Jasper Avenue is particularly good.

Any attempts to reduce traffic congestion should therefore consider the problem of accessibility as well.

16.5 Implications

Survey conclusions concerning whether or not the width of the Jasper Avenue roadway should be altered are not that clear unfortunately. In general, it has been noted that this item of improvement did not rank among the top five priorities. It should be noted further that sidewalk widening was not given much importance in surveys. Nor was paving cited among the major improvements desired by those surveyed.

One conclusion is that the improvements program developed should give the whole area of roadway alterations further study. It can also be said that alterations to the sidewalk width and introduction of new paving is of secondary priority based on the conclusions of the study. This is not to say however, that some changes in the sidewalk and roadway width should not be undertaken or explored. One way of exploring these issues may be through experimentation. For instance, through the demonstration project that will be undertaken. Thereby, and through discussions, a clear understanding and appreciation of the effects, issues and views on the matter of roadway alterations can be obtained.

17.0 PAVING

17.1 Findings

Decorative paving is a desired improvement by 25.8% of residents and by 22.4% of businesses surveyed (See Table 1). Interestingly, only 10.3% of the pedestrians surveyed feel this improvement is desirable. This suggests that the pedestrians are less sensitive about this feature than are the businesses and residents. In general, the majority of respondents in all the surveys however, did not consider paving as important an improvement as some of the others.

17.2 Implications

According to the results, provision of decorative paving should be given a lower priority.

18.0 STREET LIGHTING

18.1 Findings

Although few businesses or pedestrians surveyed list street lighting as a desired improvement (18.6% of businesses and 13.6% of pedestrians), this improvement should not be overlooked. The question was not listed in the city-wide survey.

18.2 Implications

Nevertheless, the implication is that this feature of improving the street environment should be given consideration in the Improvement Program.

19.0 OVERHEAD WIRING

19.1 Findings

In the business survey, 30.8% of the respondents indicate they would like to see overhead wiring on Jasper Avenue removed.

19.2 Implications

The Improvement Program should give the matter removing overhead wiring consideration.

20.0 WEATHER PROTECTION

20.1 Findings

Of the businesses surveyed, 46.2% indicate they feel more weather protection should be provided on sidewalks (See Table 1). This high level of concern suggests the businesses are reflecting their sensitivity to the needs of pedestrians. In the city-wide survey, 24.2% suggested that more sidewalk weather protection should be provided and 9.6% of the pedestrians surveyed mentioned this as a desired improvement. At the same time, 23.0% of the businesses surveyed feel that sidewalks should also be as sunny as possible.

20.2 Implications

Improvements on Jasper Avenue should include the provision of more weather protection. This can be achieved in a variety of ways, including more awnings, canopies and in case of new construction, development of arcades can be considered.[1]

More sunlight on sidewalks is another consideration that should be addressed in the Improvement Program. This can be achieved through careful design of new buildings to allow maximum sunlight penetration onto sidewalks.[2]

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[1]The Downtown Area Redevelopment Plan contains policies that promote the provision of awnings, canopies and arcades.

[2]The Downtown Plan contains standards to promote the design of buildings that will ensure maximum sunlight penetration onto sidewalks.

21.0 PROMOTIONAL CAMPAIGNS AND SOCIAL EVENTS

21.1 Findings

The businesses surveyed were asked if they would be interested in taking part in cooperative advertising and promotions. Table 26 indicates that 43.6% are interested, 32.1% are not and 21.8% are undecided. While only a portion of the businesses are interested in shared promotions, some activities can be undertaken with interested parties.

21.2 Implications

From block by block analysis given in Appendix IV, certain blocks where there are a cluster of interested businesses can be selected for special promotional events. In addition, those businesses that are interested will be contacted by the task force and other promotional events and activities can be undertaken.

Table 27 indicates that the businesses interested in cooperative advertising favour the following types of schemes and endeavours:

a) to develop a logo and theme for Jasper Avenue and the downtown area,
b) to undertake cooperative general advertising about Jasper Avenue and downtown Edmonton using television, radio and billboards,
c) to create a brochure indicating the location of businesses and parking, and
d) to undertake cooperative indoor and outdoor events and activities on Jasper Avenue such as art fairs, fashion shows and a Santa Claus Parade.

TABLE 26
PROMOTIONS: BUSINESS SURVEY

INTERESTED IN COOPERATIVE ADVERTISING & PROMOTIONS	%
Yes	43.6
No	32.0
No Answer	21.8
Not Applicable (Lawyers, Doctors, etc.)	2.6
	100.0

TABLE 27

ADVERTISING AND PROMOTIONAL SCHEMES: BUSINESS SURVEY*

PREFERRED ADVERTISING & PROMOTIONAL SCHEMES	
Cooperative Advertising Flyers	16.0
General Advertising about Jasper Avenue and Downtown Edmonton on TV, Radio and Billboards	31.4
Coordinate Service and Merchandise Sales (e.g. in conjunction with or possibly related to a special event such as Klondike Days)	14.7
Indoor and Outdoor Events/Activities on Jasper Avenue (e.g. art fairs, Santa Claus Parade, and fashion shows)	22.4
A Logo and Theme For Jasper Avenue and the Downtown Area	33.3
A Brochure Indicating the Location of Businesses and Parking	29.5
A Downtown Newspaper or Newsletter (e.g. featuring new developments, scheduled events and activities on the Avenue and advertising by merchants)	13.5
Information and Shopper Convenience Services (e.g. shopping carts, business directories, washrooms)	17.9

* Percentages do not add up to 100%; only those businesses favouring coordinated advertising and promotional schemes were asked to complete this question. of those persons answering some indicated more than one preference.

APPENDIX I

STUDY AREA, GROUPS SURVEYED AND SURVEY APPROACH

STUDY AREA, GROUPS SURVEYED AND SURVEY APPROACH

The Improvement Program for Jasper Avenue will encompass the entire length of Jasper Avenue from 82 Street to 124 Street. In the initial phase however, efforts will be concentrated on the area between 96 and 110 Streets (see Map 1).

1.0 BUSINESS SURVEY

1.1 Study Area

The study area for the business survey encompassed that portion of Jasper Avenue between 96 and 110 Streets, as shown in Map 1 of the report.

1.2 Group Surveyed

The survey was limited to those businesses that would presumably be most directly affected by any improvements to Jasper Avenue.[1] Included were all businesses located:

a) at street-level,
b) one-storey above street-level, and
c) one-storey below street-level.

Since the intent was to ascertain the view of business decision-makers, the questionnaires were directed at either:

a) the property owners,
b) the business owner, and/or
c) the business managers.

1.3 Method of Delivery

325 businesses were given a questionnaire and 156 businesses (48%) responded. The survey was delivered to the selected business premises and, wherever possible, given directly to one of the aforementioned parties. The questionnaire was to be mailed back.

The businesses that completed the survey have been grouped into ten general types of activities as shown in Table 1.1. As can be seen, there is a wide variety of types of businesses represented within each sector. The results, therefore, reflect the view of a broad representation of Jasper Avenue businesses.

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[1]These businesses generally draw on pedestrian traffic for their retail or service trade and will benefit from measures and improvements that attract more people to the Avenue. Presumably then, these businesses have a greater investment in the revitalization schemes for Jasper Avenue.

TABLE 1.1

JASPER AVENUE BUSINESSES: BUSINESS SURVEY

TYPE OF BUSINESS	NUMBER	PERCENTAGE
1. ENTERTAINMENT	6	3.8
- cinema	3	1.9
- cultural/art	2	1.3
- arcade	1	0.6
2. FOOD SERVICES	3	1.8
- food store	1	0.6
- deli	1	0.6
- candy & ice cream	1	0.6
3. GENERAL MERCHANDISE	29	18.4
- general store	1	0.6
- book store	3	1.9
- florist	1	0.6
- jewellry/goldsmith	11	7.1
- tobacconist	3	1.9
- photo supply	5	3.2
- import store	1	0.6
- gift shop	3	1.9
- lottery sales shop	1	0.6
4. RESTAURANTS	13	8.2
- restaurant	2	1.3
- coffee shop	1	0.6
- dining	8	5.2
- fast food	1	0.6
- cafeteria	1	0.6
5. WEARING APPAREL	26	16.6
- general apparel	1	0.6
- shoe store	6	3.8
- men's clothing	5	3.2
- women's clothing	4	2.6
- specialty clothing	6	3.8
- men's & women's clothing	4	2.6
6. AUTOMOTIVE SERVICES	3	1.8
- auto sales	1	0.6
- auto rental	1	0.6
- gas station	1	0.6

JASPER AVENUE BUSINESSES: BUSINESS SURVEY (con't)

TYPE OF BUSINESS	NUMBER	PERCENTAGE
7. HARDWARE	1	0.6
8. BANKS & FINANCIAL INSTITUTIONS	20	12.8
9. HOTELS	2	1.3
10. OFFICES/SERVICE	50	31.8
- commercial offices	10	6.5
- travel agency	8	5.1
- real estate & insurance offices	4	2.6
- hair salon & barber shops	7	4.5
- doctors' office	3	1.9
- dentists' office	1	0.6
- accountant	1	0.6
- medical services	4	2.6
- optical clinic	6	3.8
- business management	2	1.3
- engineering/architectural office	1	0.6
- government office	1	0.6
- driving school	1	0.6
- shoe repair shop	1	0.6
11. UNIDENTIFIED USE	3	1.8

2.0 CITY-WIDE SURVEY

2.1 Study Area

The study area for the survey of city residents encompassed the entire city of Edmonton.

2.2 Target Group Surveyed

A sample of 620 residents of both tenants and homeowners was selected randomly from across the city. Section 4.0 of this Appendix gives further details of this selection process and how the survey was conducted.

Throughout this report, any reference made to "residents surveyed" refers to the city-wide surveys in order to distinguish this group from the pedestrians surveyed on Jasper Avenue.

The city-wide survey was intended to obtain from residents throughout the city, a general opinion poll of their views, perceptions and ideas about Jasper Avenue revitalization.

2.3 Delivery of Survey

The city-wide resident survey was conducted by a private firm retained by the Jasper Avenue Improvement Program Steering Committee and was administered by telephone.

3.0 ON-STREET PEDESTRIAN SURVEY

3.1 Study Area

The survey of pedestrians on Jasper Avenue encompassed the same study area as that of the business survey. (See Map 1.)

3.2 Target Group Surveyed

A total of 564 pedestrians were interviewed along Jasper Avenue using the procedures, time of day and week described in this Appendix. The on-street

survey was aimed at obtaining the views and opinions of present "users" of Jasper Avenue.

3.3 Method of Delivery

The questionnaire, contained in Appendix II, was administered to pedestrians by personal interview.

Throughout this report, the pedestrian survey response rate (percentage) regarding specific improvements is consistently lower than that of the other surveys. This is because respondents were merely asked to suggest several desired improvements. Unlike the other surveys, a whole list of improvements was not discussed due to the necessarily limited time of the on-street interviews.

JASPER AVENUE ON-STREET SURVEY
APPORTIONMENT OF QUESTIONNAIRES BY LOCATION, DAY AND TIME

LOCATION AND QUESTIONNAIRE TO BE COMPLETED PER BLOCK[1]	MONDAY 10:30 - 5:30	WEDNESDAY 10:30 - 7:30	THURSDAY 10:30 - 7:30	FRIDAY 6:00 - 9:00	SATURDAY 10:30 - 9:00	SUNDAY 2:00 - 7:30
107 - 108 St. (33 - 41)	5 - 6	7 - 8	7 - 8	3 - 4	8 - 10	3 - 4
106 - 107 St. (33 - 41)	5 - 6	7 - 8	7 - 8	3 - 4	8 - 10	3 - 4
105 - 106 St. (40 - 51)	6 - 8	8 - 10	8 - 10	4 - 5	10 - 13	4 - 5
104 - 105 St. (45 - 59)	7 - 9	9 - 12	9 - 12	4 - 6	11 - 15	4 - 6
103 - 104 St. (61 - 76)	9 - 11	12 - 15	12 - 15	6 - 7	15 - 19	6 - 7
102 - 103 St. (49 - 61)	7 - 9	10 - 13	10 - 13	5 - 6	12 - 15	5 - 6
101 - 102 St. (59 - 74)	9 - 11	12 - 15	12 - 15	6 - 7	15 - 18	6 - 7
100A St. - 101 St. (62 - 77)	9 - 11	12 - 15	12 - 15	6 - 8	16 - 20	6 - 8
100 St. - 100A St. (60 - 75)	9 - 11	12 - 15	12 - 15	6 - 8	15 - 19	6 - 8
99 St. - 100 St. (36 - 45)	6 - 8	7 - 9	7 - 9	4 - 5	9 - 11	4 - 5
475 - 600[2]	73 - 100[3]	96 - 120	96 - 120	47 - 60	119 - 150	47 - 60
Total No. of Questionnaires for Survey	15%[4]	20%	20%	10%	25%	10%

1. The apportionment of questionnaires by block was determined on the basis of the pedestrian flows along Jasper Avenue. Blocks with the highest pedestrian counts were assigned the highest number of questionnaires to be completed.
2. A range of 475 to 600 questionnaires in total are to be completed to allow for flexibility in the number of questionnaires that can be completed at each of the assigned blocks and days.
3. Total number of questionnaires to be completed on the assigned day.
4. Percentage apportionment of total number of questionnaires.

NOTE: Procedurally, the surveyors are to complete at least the minimum required number of questionnaires for each assigned block and then are to proceed to the next block. Approximately five minutes is allotted for the completion of each questionnaire. At least the minimum assigned number of questionnaires for each day must be completed.

4.0 CITY-WIDE SURVEY SAMPLING METHODOLOGY

4.0 The consultant, General Applied Research, administered the city-wide survey through a questionnaire. The following methodology was employed for the sampling.

4.1 Sampling

To ascertain a representative sample of Edmonton (owned and rented) households, the following sampling assumptions and procedures were followed:

4.2 Sampling Assumptions

- Random selection ensures that every household has an equal chance of being selected. Randomization guarantees representation by area distribution, SES and characteristics implied by surname; it does not alone guarantee representation of those people working out of the home, age, gender, tenants and owners. This is confirmed by the interviewing schedules and interviewers.

- The final sample base (the list from which the interviewers placed the calls) shall contain at least 1-2% of the total population before statements about representation may be made.

- Approximately 20% successful interviews from the sample base shall be conducted before representation is confirmed.

4.3 Representation - By Number

Procedure:

Step One

The estimated number of telephone listings of residences (after all business, civic, government and U of A numbers are removed) is 120,000 numbers. (600 pages X 200 usable numbers on each page - 120,000 numbers).*

Step Two

For the sample base, six numbers from each of the 600 pages were randomly selected. Possible tenants (apartment numbers) were selected from the left side of the pages; possible owners from the right side of the pages. The total number in this sample base is 600 pages X 6 numbers = 3,600 households, or 3% of the total number of households listed, which is 2% over the required number for probability sampling from large populations.

* The October, 1982, Edmonton Telephone Statistics Department reported 150,250 households with at least one main telephone line. The difference does not change the validity of our sample. (3,600/150,250 = 2.4% sample base)

Step Three

Two lists, each containing 1800 randomly selected numbers from the sample base, were compiled. One list contained possible tenants; the other list possible owners. The interviewers systematically (by column) dialed the numbers until the quota of 400 tenants and 400 owners had been reached. The 800 completed interviews represent 22% of the total sample base; the tenant/owner proportions are the same as in the population of households (Statistics Canada reports as many tenants as owners, 1982).

4.4 Representation - By Household Characteristics

- One member, 16 years of age or over, was interviewed from each household.

- It became evident early during the interviewing period that a disproportionate number of seniors could be selected if interviewing continued between 2:30 p.m. and 4:00 p.m. Interviewers were, therefore, conducted mainly between 9:00 a.m. to 2:30 p.m. and 4:00 p.m. to 9:00 p.m.

- By conducting evening and weekend interviews, people working out of the homes also had an equal chance of being interviewed.

- To ensure consistency, the following interviewing restraints were introduced:

  - allow the telephone to ring four times before discontinuing the call,

  - place one follow-up call, remembering to alternate the time of day, and

  - record reasons why people refused and the number of tries and successes.

Please refer to Table 1, and enclosure of sample base.

4.5 Generalizability - Statistical Significance

In order to estimate whether the total population of households had been surveyed, the same results would have been found; statistical tests of significance are applied. These significance tests rest on the assumption that each household had an equal chance of being included in the sample (the size of the sample does not affect the test); this assumption is confirmed in our sample by randomization.

The Confidence Interval calculated, based on the sample N and procedures is: + Or - 5% of the findings; at the 95% confidence level. The statistical significance test (chi square) probabilities are well within .05 (95%) on at least 90% of the items. Therefore, the findings may be, very confidently, generalized to the population.

The nonparametric tests (Lamda, Uncertainty Coefficient confirms the strength of the relationships (e.g. Lamda of .026 increases the predictive ability by 2.6%).

4.6 Telephone Interviewing - Descriptive Summary

TABLE 2.1

JASPER AVENUE IMPROVEMENT SURVEY
TELEPHONE INTERVIEWING SUMMARY N = 1,539

	Disconnected N/ No Answer	Field Test	Valid Int.	Invalid Int.*	Refusal Personal**	Refusal Language
First Call	620	25	402	57	90	26
Second Call	-	-	214	23	77	5
TOTAL	620	25	616	80	167	31

* "Invalid Interviews" - includes interviews (contacts) conducted but that were not usable for computer analysis. The respondents' opinions however, were included in the comment section.

- (N=1) very ill, ambulance called
- (N=7) complaints, suggestions but could not be directed to the interview protocol
- (N=8) new in town
- (N=64) senior citizens (Not all of the senior interviews remained in this category; 1/3 were also included in the analysis in order to ensure representation of the population characteristic.)

**"Refusal - Personal" - no one refused because they didn't support the survey, they were usually "too busy" at the time to participate.

4.7 Ratio - Tries to Successes

Table 1 (Valid Int) suggests a ratio of two tries to one success. This is somewhat misleading since it depended upon the time of day and the day.

Weekdays:

- morning ratio = 3:1
- afternoon ratio = 7:1
- evening ratio = 2:1
- Thursday, Friday ratio generally = 4:1

Weekends:

- morning/afternoon ratio = 2:1
- evening ratio = 4:1

4.8 Number of Interviews Conducted

Total:	Field Test	25
	Valid Interviews	616
	Invalid Interviews	80
	Refusal Conversations	115
		836

Computer Analysis:

Valid Interviews	616
Senior Interviews	20
	636

Comment Analysis: 752

APPENDIX II

SURVEYS: BUSINESS, CITY-WIDE AND ON-STREET

JASPER AVENUE BUSINESS SURVEY

THIS SURVEY WILL BE KEPT STRICTLY CONFIDENTIAL

Business Name

Address _____

GENERAL INFORMATION

1. **Position of person answering: (Check more than one if appropriate.)**

   ___ property owner

   ___ owner of business

   ___ manager of business

2. **Type of business? If more than one, please list (e.g. shoe store, women's clothing store, hardware store, household furniture, hotel or otherwise).**

   _____

   _____

   _____

3. **This business is:**

   ___ independently owned

   ___ franchise operation

   ___ branch office

PARKING, LOADING AND TRAFFIC

4. **What type of parking facilities serve your customers? (If appropriate, check more than one.)**

   ___ public parking garage

   ___ private parking garage

   ___ street parking in front or at side of business

   ___ on-site parking

   ___ parking provided by another business but shared

   ___ no specific facilities

   ___ other (please specify)

5. **What is the approximate number of parking stalls provided by your business?**

   for customers _____ for employees _____

6. a) Is there a need to improve the amount or quality of parking for your customers?

___ yes ___ no

b) If yes, what kind of improvements are necessary? (Check one or more of the following.)

Safety

___ more enforcement to reduce parking violations
___ better parking lot design
___ improved lighting in parking lots
___ increased size of parking spaces
___ more supervision or security in parking lots

Amount and Size

___ increased number of short-term parking spaces
___ increased number of long-term parking spaces
___ increased number of public parking lots
___ increased size/number of drop-off/pick-up zones
___ increased number of on-street parking spaces
___ allow parking on Jasper Avenue during afternoon rush hour

Access

___ more convenient locations
___ restriction of employee use of prime customer parking spaces
___ reduced parking restrictions
___ increased parking restrictions
___ better signage to identify parking facilities

Pricing

___ increased rates for short-term parking
___ reduced rates for short-term parking
___ increased rates for long-term parking
___ reduced rates for long-term parking

Appearance

___ more attractive landscaped parking lots
___ better maintained parking lots

___ other improvements (please specify)

_____

7. a) **Are you satisfied with the vehicular traffic movement along Jasper Avenue?**

___ yes ___ no

b) **If no, what kind of improvements are necessary?**

___ better coordination/syncronization of traffic lights
___ provision of exclusive bus lanes
___ reduced bus traffic
___ reduced truck traffic
___ relocated transit zones
___ better access routes
___ other (please specify)

8. a) **Is a loading zone provided for your business?**

___ yes ___ no

b) **If yes, is the loading zone adequate (spacious enough)?**

___ yes ___ no

PEDESTRIAN CIRCULATION

9. a) **Is there a need to the improve the pedestrian environment/facilities on Jasper Avenue?**

___ yes ___ no

b) **If yes, what kind of improvements are necessary?**

Safety

___ better policing
___ fewer pedestrian-automobile conflicts
___ better lighting of streets

Facilities

___ better designed street furniture (benches, fountains, restrooms, garbage containers, telephones, etc)
___ better locations for storefront facades (window displays, entrances)
___ more protection for inclement weather (rain, snow, wind)
___ wider sidewalks
___ more street social events (street fairs, etc.)

___ more variety in window and art displays

Access

___ better snow removal

___ more attractive routes between stores and parking areas

___ more adequate municipal services

Appearance

___ more variety of paving materials (e.g. interlocking concrete bl

___ better sidewalk maintenance

___ better sidewalk cleaning

___ less noise, dust, etc.

___ more sunlight on sidewalks (new buildings designed to allow sun penetration)

___ other improvements (please specify)

JASPER AVENUE SHOPPING CHARACTER

10. a) **Are you satisfied with the shopping character and image of Jasper Avenue?**

___ yes ___ no

b) **If yes, what do you consider Jasper Avenue's most positive features?**

___ city's major shopping strip

___ good variety of retail uses

___ exclusive shopping attracting customers to downtown

___ unique historical/architectural character of Jasper Avenue

___ interesting variety of storefront facades

___ unique activity along Jasper Avenue

___ centre of city's activity and business

___ other (please specify)

c) **If no, how might the shopping character of Jasper Avenue be improved?**

___ more retail outlets along Jasper Avenue

___ coordinated sales promotions (sidewalk sales, advertising, etc.

___ coordinated store front facade design

___ coordinated store signage

___ business directories posted at strategic locations

___ more variety of shops

___ other (please specify)

11. **In general, do you feel improvements are required to attract more people to Jasper Avenue?**

___ yes ___ no

Comments: _____

_____

_____

_____

12. **What kind of street improvements, if any, are desireable for Jasper Avenue? (Check one or more of the following.)**

___ removal of overhead wiring
___ painted power, signal and light standards
___ better road maintenance
___ improved street cleaning
___ community bulletin boards
___ more parking
___ more attractive paving
___ painted wall murals
___ more trees & plants
___ weather protected sidewalks
___ other (please specify)

13. a) **Are there physical, architectural, or historical landmarks on Jasper Avenue which you think are important (prominant buildings, parks, clocks, signs, etc.)?**

___ yes ___ no

b) **If yes, please specify:**

_____

_____

14. **Should special efforts be made to rehabilitate or retain these features and landmarks?**

___ yes ___ no

15. a) **Do you feel improvements to the appearance of storefronts are required?**

___ yes ___ no

b) **If yes, would you be willing to participate in a program to encourage individual retail owners to improve their storefronts?**

___ yes ___ no

b **If yes, please check one or more of the methods of contribution under given categories.**

	Physical Improvements	Organized Social Events	Coordinated Promotions
a) time	____	____	____
b) expertise	____	____	____

24. **What characteristics of your present business location do you feel are the most important? (Check the most important factors.)**

___ high vehicular traffic volumes
___ exposure (visibility of the business to the public)
___ availability of convenient parking
___ reasonable rental rates
___ convenient loading areas
___ close proximity to other compatible businesses
___ room for expansion
___ high pedestrian volumes
___ proximity to customer markets
___ physical appearance of area attracts customers
___ physical appearance of building premise attracts customers
___ other (please specify)

RELOCATIONS AND RENOVATIONS

25. a) **Given the existing physical condition and/or business climate of Jasper Avenue, do you intend to relocate your business?**

___ yes ___ no ___ undecided

b) **If yes, where would you prefer to relocate?**

___ downtown
___ outside the city
___ industrial park
___ regional shopping centre
___ strip commercial outside downtown
___ off Jasper Avenue, but in the same vicinity

26. a) **Do you have any major renovations planned for this business?**

___ yes ___ no

b) **If yes, what kind?**

___ expansion of floor area
___ reduction of floor area
___ renovations to floor area
___ landscaping
___ provision of street furniture
___ other (please specify)

GENERAL INFORMATION

27. **What percentage of your customers would you estimate come from each of the following?**

___% the immediate area (walking distance)
___% outside the downtown within the city's boundaries
___% outside the city
100%

___ don't know

28. **Approximately what percentage of your customers would you estimate come from each of the following?**

___% downtown workers
___% downtown area residents
___% residents outside downtown, but not working downtown
100%

___ don't know

29. **What was the approximate value of gross sales of your business in the 1981 fiscal or calendar year?**

___ $50,000 or less
___ $50,001 to $100,000
___ $100,001 to $150,000
___ $150,001 to $200,000
___ $200,001 to $250,000
___ $250,001 to $300,000
___ $300,001 to $400,000
___ $400,001 to $500,000
___ $500,001 to $750,000
___ $750,001 to $1,000,000
___ $1,000,001 to $2,000,000
___ more than $2,000,000

30. What year did your business start?

31. How long has your business been at its present location?

___ 3 years or less
___ 4 to 7 years
___ 8 to 12 years
___ 13 to 19 years
___ 20 years or more

32. This business premise is:

___ owned by the proprietor of the business
___ leased or rented
___ other (please specify)

33. On what floor is your business located?

___ concourse (underground)
___ ground level
___ 2nd floor (above ground level)
___ other (please specify)

34. What is the approximate floor area occupied by your business at this location, including storage and office space?

___ 500 sq. ft. or less
___ 501 - 1,000 sq. ft.
___ 1,001 - 3,000 sq. ft.
___ 3,001 - 5,000 sq. ft.
___ 5,001 - 10,000 sq. ft.
___ 10,001 - 30,000 sq. ft.
___ over 30,000 sq. ft.
___ don't know

35. If your business is located at ground level, what is its approximate frontage along Jasper Avenue?

36. How much municipal tax will your business pay at its present location (to the nearest $100.00)

37. What are the hours of operation of this business?

monday _____ a.m. to _____ p.m.
tuesday _____ a.m. to _____ p.m.

wednesday _____ a.m. to _____ p.m.
thursday _____ a.m. to _____ p.m.
friday _____ a.m. to _____ p.m.
saturday _____ a.m. to _____ p.m.
sunday _____ a.m. to _____ p.m.

38. **When are your daily peak sales periods?**

___ 9:00 a.m. - 11:00 a.m.
___ 11:01 a.m. - 1:00 p.m.
___ 1:01 a.m. - 3:00 p.m.
___ 3:01 p.m. - 5:00 p.m.
___ 5:01 p.m. - 7:00 p.m.
___ 7:01 p.m. - 9:00 p.m.

39. **When are your poorest daily sales periods?**

___ 9:00 a.m. - 11:00 a.m.
___ 11:01 a.m. - 1:00 p.m.
___ 1:01 a.m. - 3:00 p.m.
___ 3:01 p.m. - 5:00 p.m.
___ 5:01 p.m. - 7:00 p.m.
___ 7:01 p.m. - 9:00 p.m.

40. **How often are deliveries made to your business?**

___ once a day
___ more than once a day
___ once a week
___ seldom

41. **Where are the deliveries to your business made?**

___ lane
___ street
___ Jasper Avenue

42. **What type of vehicle is usually used in making the deliveries?**

___ car
___ small truck
___ large truck

43. **Does your business belong to a merchants' association?**

___ yes ___ no

If yes, please specify:

44. **Additional Comments:** _____

_____

_____

_____

_____

Thank you for participating in this survey. Aggregate results of the survey may be obtained upon request from:

The City of Edmonton Planning Department
Planning Department
11th Floor, Phipps-McKinnon Building
10020 - 101A Avenue
EDMONTON, Alberta

CITY-WIDE RESIDENT TELEPHONE SURVEY

Note: If a young child answers, ask to speak to one of his/her parents. Any person 16 years of age and older is a suitable respondent.

HELLO, I AM CALLING ON BEHALF OF THE CHAMBER OF COMMERCE AND THE CITY OF EDMONTON. WE ARE CONDUCTING A SURVEY TO OBTAIN THE COMMUNITY"S OPINIONS ABOUT JASPER AVENUE IN DOWNTOWN EDMONTON. THIS INTERVIEW SHOULD TAKE NO MORE THAN FIVE MINUTES AND IS TOTALLY CONFIDENTIAL. ARE YOU WILLING TO PARTICIPATE IN THE INTERVIEW?

If no, thank the person answering and proceed to another interview.

My name is _____. Please stop me if I'm speaking too quickly. If you have any questions, I will try to anser them.

"No" response to a question - code = 0

Enter phone no.

Note the gender of the respondent Male = 1 Female 2

---

1. HOW OFTEN DO YOU COME DOWNTOWN?
(Downtown boundaries - top of the river valley, 104th Ave., 96th St., and 109th St.)

		CODE
DO	Almost every day	1
NOT	Monday to Friday	2
READ	Once or twice a week	3
	Once or twice a month	4

Seldom or infrequently	5
Never (go to question #9)	6

2. HOW DO YOU NORMALLY GET DOWNTOWN?

DO	By private vehicle	1
NOT	By public transit	2
READ	Walking	3
	By bicycle	4

3. WHY DO YOU GENERALLY COME DOWNTOWN?

	YES	NO
TO WORK	1	2
TO SHOP	1	2
FOR ENTERTAINMENT (Movies, restaurants, etc.)	1	2
SPECIAL EVENTS (KLONDIKE DAYS)	1	2
TO VISIT THE LIBRARY	1	2
FOR APPOINTMENTS (DOCTORS, LAWYERS)	1	2
FOR BANKING AND OTHER FINANCIAL MATTERS	1	2
ANY OTHER REASONS? (Specify) _____	1	2

4. AT WHAT TIMES DO YOU GENERALLY COME DOWNTOWN?

Weekends	1
During the Day	2
During the evening	3

5. EXCLUDING GROCERIES, WHERE DO YOU DO MOST OF YOUR SHOPPING?

Downtown	1
Major Shopping Centres	2
Local Stores	3

NOW I WOULD LIKE TO ASK YOU SEVERAL QUESTIONS ABOUT JASPER AVENUE

6. OVER THE PAST YEAR, WHAT PERCENTAGE OF DOWNTOWN SHOPPING DID YOU DO ALONG JASPER AVENUE? _____ %

Code actual percentage. Maximum 99%

7. WHY DO YOU VISIT JASPER AVENUE? CODE

	YES	NO	
	1	2	
TO SHOP			_____
FOR BUSINESS OR EMPLOYMENT			_____
FOR BANKING & RELATED FINANCIAL MATTERS			_____
JUST FOR A WALK			_____
FOR MOVIES/THEATRE			_____
FOR LUNCH			_____
FOR EVENING DINING			_____
FOR SPECAIL EVENTS SUCH AS A PARADE OR KLONDIKE DAYS			_____
FOR APPOINTMENTS, WITH DOCTORS, LAWYERS, ACCOUNTANTS			_____
JUST PASSING THROUGH TO A DESTINATION OFF THE AVENUEQ			_____
NONE OF THE ABOVE (SPECIFY)			_____

8. WHAT DO YOU LIKE ABOUT JASPER AVENUE?

PLEASE ANSWER "YES" OR "NO"	YES	NO	
	1	2	
GOOD VARIETY OF SHOPS			_____
PARKS			_____
TREES & PLANTERS			_____
STREET FURNITURE SUCH AS BENCHES AND GARAGE CONTAINERS			_____
EASY ACCESS BY PUBLIC TRANSIT			_____
EASY ACCESS BY PRIVATE AUTOMOBILE			
BUILDINGS WITH INTERESTING HISTORICAL AND			_____

ARCHITECTURAL CHARACTER

CLOSE PROXIMITY TO YOUR RESIDENCE ____

IS THERE ANYTHING ELSE THAT YOU LIKE ABOUT JASPER AVENUE? (SPECIFY) _____ ____

9. DO YOU FEEL THAT JASPER AVENUE NEEDS IMPROVEMENTS?

YES	NO	
1	2	____

10. WHAT IMPROVEMENTS WOULD ATTRACT YOU TO JASPER AVENUE?

YES	NO	
1	2	____

CLEANER SIDEWALS AND STREETS ____

BETTER AND MORE STREET FURNITURE ____

MORE TREES AND PLANTS ____

DECORATIVE SIDEWALK PAVING (LIKE BRICK OR INTERLOCKING STONE) ____

WIDER SIDEWALKS AND LESS TRAFFIC ____

RETAIN AND RENOVATE OLDER BUILDINGS ____

IMPROVE OVERHEAD WIRES ____

REMOVE OVERHEAD WIRES ____

INCREASE STREET LIGHTING ____

INCREASE POLICE PATROL ____

MORE PARKS ____

BETTER CHRISTMAS DECORATIONS ____

LONGER SHOPPING HOURS ____

A GREATER VARIETY OF SHOPS AND SERVICES ____

MORE PROTECTION FROM THE WEATHER (SUCH AS AWNINGS & PROTECTED WALKWAYS) ____

MORE PROMOTIONAL EVENTS (SUCH AS SIDEWALKS & STREET FAIRS) ____

REDUCE PARKING RATES ____

PROVIDE MORE PARKING ____

IMPROVE VEHICULAR ACCESS _____

REDUCE TRAFFIC CONGESTION _____

DO YOU HAVE ANY OTHER SUGGESTIONS TO IMPROVE JASPER AVENUE? (SPECIFY) _____

11. WHO SHOULD PAY FOR IMPROVEMENTS TO THE STREET AND PUBLIC FACILITIES ON JASPER AVENUE?

	CODE
THE GENERAL TAXPAYER	1
THE BUSINESSMEN OR	2
BOTH	3
DON'T KNOW	8

12. SHOULD JASPER AVENUE IMPROVEMENTS BE A HIGHER PRIORITY FOR EXPENDITURE OF YOUR TAX DOLLARS?

	CODE
YES	1
NO	2
DON'T KNOW	8

13. ARE YOU A TENANT OR A HOMEOWNER?

TENANT	1
HOMEOWNER	2

14. DO YOU HAVE ANY COMMENTS ABOUT JASPER AVEUE OR THE DOWNTOWN?

SPECIFY _____

Write in _____

Point Form _____

(Note: If the respondent has questions you cannot answer, or wishes to speak to the person in charge, ask him/her to call the City of Edmonton Planning Department, at 428-3110 or 428-3576 and discuss their concerns with one of the Downtown Area Planners.)

THANK THE RESPONDENT FOR PARTICIPATING IN THE SURVEY!

JASPER AVENUE ON-STREET SURVEY

_____1

Date: _____ Survey No. _____2-4

_____5

Days S M T W T F S Time_____ Location _____6-7
1 2 3 4 5 6 7 (Block) _____8-9

Interviewer's Name: _____

Note: All questions to be asked are in capital letters. Instructions are in lower case.

HELLO, I'M CONDUCTING A SURVEY ON BEHALF OF THE CHAMBER OF COMMERCE AND THE CITY OF EDMONTON ABOUT YOUR OPINIONS ON IMPROVING JASPER AVENUE. MAY I ASK YOU A FEW QUESTIONS?

If "no", THANK THE RESPONDENT and proceed to another interview.

If "yes", do not ask, but code the following:

	CODE	
Male:	1	
Female:	2	_____10

WHERE DO YOU LIVE?

	Downtown	1
	Near Downtown	2
	Within the City	3
	Edmonton Region	4
	Alberta	5
	Canada	6
	Outside Country	7

HOW OFTEN DO YOU COME DOWNTOWN?

DO	Everyday	1
NOT	Monday to Friday	2
READ	Once a week	3
	Once a month	4
	Infrequently	5

WHY ARE YOU ON JASPER AVENUE?

		CODE
	Passing through	1
DO	Window shopping, browsing, walking, etc.	2
NOT	To eat or drink	3
READ	For movie or theatre	4
	Business	5
	Shop	6
	Service	7
	Other (specify) _____	8

WHAT DO YOU LIKE ABOUT JASPER AVENUE?

		Yes	No
	Good variety of shops	1	2
DO	Exclusive shops	1	2
NOT	Parks	1	2
READ	Trees and planters	1	2
	Street furniture such as benches and garbage containers	1	2

Buildings with interesting historical and/or Architectural character	1	2	_____19
Easy access by public transit	1	2	_____20
Easy access by private vehicle	1	2	_____21
Close proximity to residence	1	2	_____22
Other (specify) _____	1	2	_____23-24
None of the above	1	2	_____25

SHOULD IMPROVEMENTS (CHANGES) BE MADE TO JASPER AVENUE?

If "no" proceed to last question	1	2	_____26

WHAT IMPROVEMENTS WOULD ATTRACT YOU TO JASPER AVENUE MORE OFTEN?

(PROMPT IF NECESSARY.)

DO NOT READ

Sidewalks			
cleaner	1	2	_____27
better maintained	1	2	_____28
wider	1	2	_____29
decorative paving (e.g. brick, interlocking stone).	1	2	_____30
protection from weather (e.g. awning, protected walkways)	1	2	_____31
Street Lighting			
increased	1	2	_____32
more attractive	1	2	_____33

	Yes	No	
Street furniture (benches, garbage containers)			
more	1	2	_____34
better designed	1	2	_____35
Shopping			
greater variety of shops and services	1	2	_____36

more promotional events (e.g. sidewalk sales, street fairs) 1 2

retain/renovate older buildings 1 2

Parking/access 1 2

more 1 2

reduced rates 1 2

better vehicular access 1 2

less congestion 1 2

more trees and plants 1 2

More Parks 1 2

Better policing 1 2

Other (specify) _____ 1 2

_____

Nothing 1 2

WHO SHOULD PAY FOR THE IMPROVEMENTS TO THE STREET AND OTHER PUBLIC FACILITIES ON JASPER AVENUE?

GOVERNMENT. 1

BUSINESSMEN 2

BOTH 3

DON'T KNOW 8

SHOULD JASPER AVENUE IMPROVEMENTS RECEIVE A HIGHER PRIORITY FOR EXPENDITURE OF YOUR CITY TAX DOLLARS?

Yes 1

No 2

Don't Know 3

DO YOU HAVE ANY FURTHER COMMENTS ABOUT JASPER AVENUE?

_____

_____

_____

_____ _____51-52

Do not ask, but code the age category of the respondant:

	CODE
under 19	1
20 - 29	2
30 - 39	3
40 - 49	4
50 - 59	5
60 and over	6

_____53

THANK THE RESPONDENT FOR PARTICIPATING IN THE SURVEY!

APPENDIX III

COMMENTS BY SURVEY RESPONDANTS:

BUSINESS, CITY-WIDE AND ON-STREET

COMMENTS BY SURVEY RESPONANTS:

BUSINESS, CITY-WIDE AND ON-STREET

1.0 ORGANIZED PROMOTIONS

1.2 City-wide Survey

Do not have Sunday shopping but rather organize performing bands, music and other activities for Sunday afternoon family visiting, walking, skating and dining. The ice rink is a good idea. However, we can never complete the outing by eating out because there are no family restaurants in the downtown area.

1.2 Business Survey

More business promotion such as sidewalk sales and promotion program, for example having the Jasper Avenue Business Association present something like a special sale.

Advertise Jasper Avenue's most positive point: stores which have the time to cater to your needs, not as in a crowded mall (especially true Saturdays).

Organize street sales and events, etc.

There are too many hindrances in places and for too long. They curb people's movements (e.g. Klondike Parades). Spread social functions along Jasper and do not have them concentrated in Churchill Square or along 100 Street.

1.3 On-street Survey

Why can't we have sidewalk sales, etc.?

It needs some life.

Needs something like what we have during K-days.

2.0 ENTERTAINMENT

2.1 City-wide Survey

I'm a U of A student. I only go downtown for movies and will continue to go regardless of improvements.

Too busy raising a family. I got used to not going downtown for shopping or entertainment. Always support special events downtown; parade, Christmas displays, etc.

Offer the "Ring Around Your Heritage" longer than September. This city is not very exciting at the best of times but really "dies" after September. Surely you can offer more. Edmonton is a terrible place to show off to visitors. There is more to any downtown than just work and finance.

Keep restaurants, bars, etc., open longer and certainly on Sundays.

Enjoys the movie theatres and restaurants along Jasper Avenue.

Open more places for nice Sunday luncheons (brunch).

Likes the people on Jasper Avenue.

Enjoys the special events organized in the downtown.

A greater variety and more evening entertainment is required.

2.2 Business Survey

A few more outdoor eating spots with tables, with local entertainment. Maybe different ethnic groups - food and entertainment (Heritage Festival Atmosphere).

Needs recreational facilities.

More restaurants, night clubs and service businesses; less banking and financial institutions.

You need people places and people in the evening.

2.3 On-street Survey

I'm from Europe and decided on a downtown hotel because I thought this would be the centre of activity. I was wrong. Where can someone go for a quiet drink and a nice meal?

There's nothing to do downtown.

Look at Jasper Avenue, it's dead - nothing's happening.

Needs some night clubs.

We're from out of town and walked all along your main street and couldn't find a single nice, eating establishment open in the evening. Can you recommend some place?

Needs some more pubs and outdoor cafes.

Needs some outdoor cafes.

It's dead, needs some entertainment establishments.

It's disgusting. Look at it - it's dead in the evening. There's no place to go and nothing to do.

We like coming down to the theatres.

The "ladies" are interesting.

3.0 BUILDING FACADES

3.1 City-wide Survey

Use other facing medium besides concrete.

All stores along the Avenue need exterior upgrading and facelifting - the Bay needs it badly. Encourage all stores to use more brick, stone, etc., or in most cases a little paint or soap and water.

Most businessmen along Jasper Avenue as well as in some areas of downtown lack pride and imagination. If homeowners don't keep their backyards tidy the neighbours complain to the City. The City will order them to upgrade their homes and premises and most often will issue a fine. The same rule should apply to the downtown store owners. The exteriors of most stores haven't been touched for 20 years. The back of the buildings are filthy and untidy. The window displays are poor and the entrances uninviting. Their neon signs are less impressive than the signs found in most small towns. Today, with the economic problems people are simply more choosy where they will spend their scarce dollar.

Businesses downtown should be responsible to keep their shopfronts attractive. They should take more pride in their stores.

3.2 Business Survey

Clean up storefronts - especially between 103 Street to 101 Street.

Once downtown construction is complete, facelifts will be possible which in turn will increase traffic.

Discourage flagrant reuse of run-down storefronts for conducting business and which create eyesores and embarrassment to those merchants who have pride.

Better upkeep and maintenance of small storefronts would attract more people downtown to shop.

It probably starts with the merchants themselves - investment and imagination required - neither government or Chamber can do it.

I think we should all get together in this block and fix our buildings to a good looking standard. I think we have some good buildings here and they should stay here, but they have to be fixed to a good standard.

No promotion in the world will help the south side of Jasper Avenue when large faceless buildings monopolize every corner from 100 Street to 105 Street. The only hope is to make City Hall realize that they still have hope if they improve the northside from 101 west to 108 Street. This is the only chance.

3.3 On-street Survey

Where I come from, buildings must have discreet signs, not like the loud ugly ones here, this adds class to the area.

Why has the City allowed all these buildings with offices and banks on the ground floor? Its killed the shopping image of Jasper Avenue.

Buildings that have boring fronts like that (pointed to Scotia Place) should not be allowed.

Why are businesses allowed to let their buildings deteriorate; why don't they fix them up like they do in other cities?

It's about time the Bay did something to their store; it's absolutely ugly.

It's filled with cold, ugly buildings.

If buildings are vacant, either fix them up or tear them down - don't just let them sit.

Why don't stores provide window displays?

Canopies and things like that would help.

4.0 ARCHITECTURAL AND HISTORICAL ELEMENTS

4.1 City-wide Survey

Restore the inside of old buildings and retain the historical exteriors.

Historical buildings, parks and shopping are good features of Jasper Avenue.

Likes the modern buildings and easy access.

Likes the combination of the old and new look of buildings.

Likes the modern buildings and parks (greenery).

Keep high-rise buildings down in number and in height (10 floors maximum).

Retrieve CPR property which was gotten from the City very cheaply. The property should be used for the LRT. These resources should be given back to the people of Edmonton.

Retain old buildings; Holt Renfrew, Bank of Commerce, Audrey's Books, Alberta Hotel.

Retain older buildings that have some character only; not just because they are old.

4.2 Business Survey

We must do away with large sterile, institutional type buildings which are cold, clean and breezy. We need a quiet, warm, interesting country lane not a cold concrete freeway.

Jasper Avenue offers nothing visual to attract people, the big buildings offer no incentives to make one want to enter.

The City should get after the owners to fix the buildings or take them down. We have a real mess between 96 Street and 97 Street and Jasper Avenue.

Most new buildings built on Jasper Avenue have no retail store frontage but are of a mall type. This gives Jasper Avenue an image other than a retail shopping area.

Get rid of empty buildings.

Re: physical, architectural and historic landmarks. None left any more.

4.3 On-street Survey

Scotia Place is my favorite building.

Shouldn't be allowed to tear down buildings like the Tegler; it's got character.

They tear down the interesting old buildings then put up disgusting ones like Scotia Place.

They should have to consider wind patterns when building.

5.0 FINANCING OF IMPROVEMENTS

5.1 City-wide Survey

I agree to a tax increase only if some of it will be used to promote what we already have. After this is done, do another survey to find out people's views. Good interview.

Do not levy a separate improvement tax; allocate a portion of the general taxes for improvements.

Improvement costs should be shared by the Alberta Government, since this is the capital of Alberta.

Alberta Government should contribute to the improvement of the general appearance of the capital.

The City Council lacks pride and therefore doesn't budget for improvements; these should be paid out of general tax money not individual groups.

5.2 Business Survey

It's a "Catch 22 situation" with the traffic patterns having changed drastically since the LRT construction plus the economic situation itself; high taxes that keep increasing in spite of the lack of pedestrian traffic flow; assessment of the Convention Centre, Christmas lights - what have you - we may need it - but can the merchants afford it any longer? More added costs will see a lot of shops closing down.

Taxes have to be reduced to be in favour of being in business on Jasper.

Rents and taxes to be kept within reason.

Business tax has already increased and so has our share of property tax. I myself have not noticed improvement in service.

Everyone in city (and region) benefits from an attractive, healthy city centre - properly managed it need not cost that much more.

6.0 MAINTENANCE

6.1 City-wide Survey

The City should get permanent street sweeps and then use them more often; also the businessmen could help by cleaning up in front of their stores.

The cleanliness, even with all the construction in the downtown area, is very clean.

6.2 Business Survey

General clean-up of garbage and dirt.

Keep street and sidewalk clean.

Clean street.

The streets and sidewalks are filthy and dusty.

Clean green area and rest area.

Less noise and dust, better shops and finish construction.

Jasper Avenue looks dirty and disgusting.

Start by cleaning the streets and sidewalks more often for example, between 101 Street and 100 Street. Always a dusty mess.

Please arrange to clean up garbage on Jasper Avenue, paper, junk, etc.

Concerted education of citizens not to litter, especially at ETS stops.

Re: street improvements - enforcement of private sidewalk maintenance.

6.3 On-street Survey

It's a dirty, filthy, disgusting downtown.

Clean it up. (This comment was made quite regularly.)

Fix the sidewalks; they're disgraceful.

I'm from the United States and I find it very clean.

It's quite dirty.

Get someone to pick up the garbage.

For a city this size, it's kept fairly clean.

7.0 PARKS AND TREES

7.1 City-wide Survey

Utilize the existing parks better; presently they only invite undesirables. SUGGESTION: Convert the small park on Jasper Avenue into a "Season Park". Build a small attractive booth in the centre; equip it with electricity and freezer.

Have the front designed so that it may be used as a concession and then at Christmas change it into the "Nativity Scene", etc. Pipe music or simply have the different radio station broadcasts.

Have seasonal themes. Invite schools, colleges, multi-cultural groups and artists to participate by showing, selling or performing. Plant evergreens and fruit trees; these should be incorporated throughout downtown. Make it a nice short-stop visiting park.

Also build a covered information directory in this park. Use fountains, statues and rock gardens more liberally. It seems if a project doesn't cost thousands of dollars, the City won't consider it. The people want something like this not expensive (unaffordable) things.

Remove trees along sidewalks; it takes up too much room. Introduce sidewalk cafes.

Have a median of shrubs, trees and flowers when season permits.

The trees and parks are a good idea. However, consideration should be given to planting evergreens.

Beaver Hill Park is nice.

Stop littering in the park across from Standard Life.

7.2 Business Survey

Nicer trees and flowers in the parks.

More greenery - trees and flowers.

We need more parks like the one on 104 or 105 Streets.

Definitely need more trees (very common answer).

Plant real trees and don't waste public money on twigs.

Why don't the new buildings have to replace the trees they took down while under construction?

Needs more trees and parks.

Clean up that awful park at 102 Street; it's not safe.

Trees would certainly brighten up the place.

8.0 PEDESTRIAN CIRCULATION (sidewalks, pedways, etc.)

8.1 City-wide Survey

More overhead pedways required.

Pedestrian crossings between 101 and 104 Street are dangerous. How many deaths do we need before something is done?

Traffic lights are not long enough at most intersections for pedestrians to get across safely. Traffic signs are inadequate; implement a workable system throughout the downtown area.

Widen sidewalks.

More skywalks needed.

8.2 Business Survey

Would like to see some kind of sidewalk restaurants. Better upkeep of the sidewalk services - if traffic lights are synchronized why not make pedestrian crosswalks between blocks.

8.3 On-street Survey

Need more crosswalks and longer walk lights.

Should have more pedways.

Needs more pedways like what's around Edmonton Centre.

Need better synchronized lights for pedestrians.

9.0 PEDESTRIAN MALL

9.1 City-wide Survey

A pedestrian mall would be nice, however. Examine the street malls in Vancouver, Montreal, Ottawa and Calgary so that we may learn from some of their mistakes. The street malls in Vancouver and in Ottawa have not been successful.

Design a pedestrian mall with a unique theme (e.g. a multi-cultural theme utilizing architecture from other countries and only selling imported merchandise).

9.2 Business Survey

I am strongly opposed to a pedestrian-type mall. It only impedes traffic and attracts undesirable elements.

Promote open-air dining (sidewalk short order) - promote a "plaza" atmosphere/pedestrian mall (Calgary).

9.3 On-street Survey

Edmonton needs a mall like what's in Ottawa or Calgary.

Turn it into a mall.

Make it a mall like Vancouver.

Why does Calgary have so much more than Edmonton? Look at the 8th Avenue Mall.

Whatever you do, don't build a mall; they just attract bums and cause trouble.

10.0 SAFETY

10.1 City-wide Survey

More police patrol in the evenings especially at major bus stops.

More security at car parks.

Rehabilitate alcoholics and restrict prostitution. Most large cities have this but in Edmonton it is much too visible. Alcoholics sleep on main sidewalks during the day and prostitution is equally as visible.

Train people in the area of first aid and citizen arrests.

More "beat" police required, especially in parks and along the streets in evenings and certainly on weekend evenings.

Deter undesirables in parks.

Too many undesirables freely walking along Jasper Avenue, especially on weekends, harassing and frightening people (usually women and children).

Generally more security is needed but particularly in parks and parkades.

More police patrol required in the evenings.

The media have played up the downtown crime too much. People are paranoid. This is a big city, can't expect it to be like a town.

Offer more money to the police force then insist on more patrolling and general excellence.

10.2 Business Survey

Increased police patrols so that people will have a feeling of being more secure.

Better policing.

Get rid of hookers and their friends.

There is a definite safety problem particularly at night.

Police the transients and prostitutes better.

Improve safety at night and reduce Hooker Haven on and around 104 Street and Jasper Avenue. Would you walk down there alone at night?

Police the parks and parking lots and get rid of the undesirables. Also allow less theatres and pinball arcades. Let's attract less "riff-raff", ie. rubbies and pot smokers.

Eliminate pinball arcades and glass head stores. They entice undesirable characters. Some older people and single women are actually afraid to walk downtown even in daytime.

Our customers' two biggest complaints are parking and a combination of lack of security and the undesirable types of people - drunks, hookers, etc.

10.3 On-street Survey

Get rid of the drunks and bums.

I will not allow my wife and children to come downtown until it's safe again; get rid of the drunks and bums.

Look at that park (pointed to 102 Street park); it's not safe. There's not a single light in it and women have to cross the street to go down that block.

It's not safe.

Get some police back to foot patrols.

I won't come down here alone at night.

I have to walk past 105 Street to get home and I'm tired of being solicited; clean up the area.

Get rid of the undesirables; clean it up.

Would like to see more police around.

Car parks and parking lots are not well lit and are very dangerous.

There are enough cops around already.

I don't feel safe downtown.

11.0 SHOPPING

11.1 City-wide Survey

Everything is over-priced along Jasper Avenue.

Tourist-oriented only; shops are not directed to the common people of Edmonton.

People have to readjust. Due to the yearly construction, people began to shop at major shopping centres, now it will take time to get them back downtown.

Shops on Jasper Avenue cater to the rich not the working people.

Creatures of habit; always have and always will use the shopping centres near us.

Not interested. We have everything we need at West Edmonton Mall.

Improvements wouldn't make any difference; shopping centres are too convenient.

Lower prices on Jasper Avenue like the major shopping centres have done. Why should people go downtown, struggle with traffic and parking, then end up paying more for services and merchandise than what they would have paid in the centres?

The main street should have more food speciality shops, craft shops, book stores and record shops.

Wouldn't make any difference; I live too far from downtown, only use shopping centres.

More people-oriented. We need more coffee bars, tea houses, stand-up food and beer bars, Old English pubs, etc. This is a big town; let's act like one. Social drinking is here to stay. There would be less alcohol abuse if it was offered with class rather than these large drinking places which people visit once or twice a week and stay until they are drunk.

Likes the speciality shops and the variety of shops on Jasper Avenue.

Likes the idea of having mall conveniences, shops, banks, bars, cinemas, restaurants, hotels and parks, along one main street.

It will be fine after all construction is completed. Idea of surveying the people is a good idea. Promote the downtown services and shopping more. After present renovations are completed, give the public time to come back and then survey them again to find out what they like. I'm sure many people have stopped going downtown due to the never ending construction.

Likes the Bay store.

Downtown business needs more promotion. People really don't know what we have downtown.

Do not close down old stores (e.g. Zellers, etc). These are a part of the people that have lived here all their lives.

Stores downtown must compete with the malls by lower prices; offer better merchandise and give better service. The clerks downtown are generally unfriendly and don't care if they make a sale.

11.2 Business Survey

It is too faceless, required unique shops not chains. More along the lines of Pier #39 in San Francisco.

Upgrade level of goods and services through redevelopment.

There could be an increase in the number of retail shops versus arcade-type business.

It is a natural shift. Those tall office buildings are sterile after hours. Too damn many shopping centres.

Needs a new feeling; small shops; get rid of large financial developments. Get banks and department stores to do more on the street to enhance the downtown.

Not enough small and interesting shops. Too many banks occupy choice locations. Banks should be on the second floor of large buildings.

Shopping malls will continue to draw better due to access, parking hours, etc.

The number of suburban malls have damaged the downtown retail sector severely.

Shoppers using the downtown facilities are mainly office and business people who use the services offered because of convenience.

You have to compete with community stores in selection and quality to bring in cost.

Once LRT is complete, the escalating of quality of stores is most important.

11.3 On-street Survey

Too many shops have moved away.

Shops are more expensive than in other parts of the city.

Has some nice specialty shops.

Shops should be directed towards street not just inside buildings.

Too many banks downtown; need more shops.

12.0 STREET CHARACTER

12.1 City-wide Survey

Impersonal main street.

Concrete jungle.

Jasper Avenue is a disgrace. It is disorderly, congested and a place for hang-outs.

I'm already attracted to Jasper Avenue; I like it the way it is.

Expedite present construction. Stop all major construction for at least one year; people have grown away from the Avenue due to this.

Won't make any difference; I dislike Jasper Avenue and the downtown area.

Improve sidewalks. Introduce stone particularly around older buildings. Create designs around themes.

The city should be more enterprising and invite architects to present (propose) some of their ideas.

Jasper Avenue is uninviting and people don't know what services are offered along the Avenue. We need more promotion and more explicit, and attractive store signs.

I like everything, I will always go downtown including Jasper Avenue.

Likes the atmosphere. A place for people to meet.

Likes the openness; wide streets and walks.

Likes the wide streets and modern buildings.

Likes the "main street busyness" atmosphere.

Walking downtown in the evenings and on Sundays; it is very quiet.

Jasper Avenue is convenient for business and finance.

Has a good view of the River Valley.

Jasper Avenue needs more charm and glamor. Drivers are too used to using it as a main highway. Twice a month, close down a one block area for one hour for glamorous fashion shows (male and female); show the beautiful winter furs, ski fashions, etc., or to celebrate events such as Christmas carolling, Remembrance Day or to honor something strictly Edmonton such as our sports achievers, Drum & Bugle band, etc.

Jasper Avenue is losing its "main street" appeal. It is too business-oriented.

I like Jasper Avenue as it is; it has a small town atmosphere.

Utilize basements for restaurants, etc. Create "Gastown" character.

Improve the surroundings of major buildings that attract people (e.g. The Citadel).

The City and government should take more pride in the downtown area; this is a capital city. Embarrassed to take visitors downtown; the storefronts and bridges need a coat of paint, etc.

Have something unique, e.g. musicians on subway, corner cryers, news callers, etc.

12.2 Business Survey

Downtown has deteriorated to such an extent that people do not enjoy shopping downtown after working hours.

Jasper Avenue is now very unattractive and unappealing. If more pedestrians could be tempted to pleasant surroundings all merchants would benefit.

Jasper Avenue at one time was an attractive street - now it has become very junky.

Downtown is dying.

More trees, sidewalk cafes, sidewalk arts and crafts. Fruit and flower stands, etc.

LRT construction, no parking and security problems have practically ruined Jasper Avenue. It is now a place to avoid.

Colourful displays and events all year. Vendors, benches, music, street cafes, etc.

Allow more neon signs on Jasper. Make Jasper more alive and more colourful.

Need to create an environment downtown which will encourage the public remain in this area.

Re: Jasper Avenue's positive feature e.g. centre of city's activity and business: that's what it should be, but it's not! What little we had has been lost with LRT construction. Requires revivement in the worst way if the few small remaining merchants are to survive.

A friendly atmosphere must be created.

Re: Character of Jasper Avenue - it is horrible!! if not worse.

Downtown Edmonton has no personality or beauty. There is no thought given to appearance from one block to the next. It should have perhaps

designated district offering certain commodities in each. It needs something fast.

Would like to see the downtown cleaned up. Buildings which are closed, torn down or reopened. More parks and flowers and street repairs.

The character of Jasper Avenue would be best enhanced by support (rather than hostile neglect) on the part of City Council and Administration. Such reports should be directed towards providing a pleasant human environment through improved law enforcement and maintenance, not through major physical changes.

Jasper has been a major arterial route and focal point. Downtown development may be more successful if the focus is shifted to the development of people places rather than street. Eliminate the cheap taverns and vitalize areas such as Beaver Hill Park so as to discourage the bums and Indians.

12.3 On-street Survey

It's abnormal; it's boring for a downtown.

It used to be nice, what happened?

Why was it allowed to deteriorate so much?

Put some life back into it; allow sidewalk sales, street cafes, etc.

It's dead.

It's too late to help it.

It's disgraceful for the downtown and the capital of Alberta.

It's boring.

Look at what other cities have; why don't we have anything?

I love it; it's downtown.

It's so quiet for a downtown.

Why does Calgary have so much more?

13.0 STREET LIGHTING

13.1 City-wide Survey

Install decorative street lights, possibly to go along with a theme that should be chosen to give our city more class.

13.2 Business Survey

Brighter and more attractive street lighting.

Better lighting is needed.

13.3 On-street Survey

Put some lights in the 102 Street park. There's not one light in that park and it's not safe at night.

Put some lights in with character.

They're okay.

14.0 TRAFFIC

14.1 City-wide Survey

If bus fares continue to go up, I'll only go to shopping centres.

Too confusing downtown because of all the construction and one-way streets all over.

Remove all traffic from Jasper Avenue, except small shuttle buses (with character). Edmonton needs large car parks below the hill and then shuttle people up the hill with buses or even "lifts". We need unique ideas to solve our traffic problem; we can't do anything else with the downtown traffic area. Downtown has already been planned so we must work around it.

Too much congestion; people and traffic. Give pedestrians and traffic alternative ways of movement. Build either overhead or underground pedestrian walks and divert traffic off the main Avenue, especially during the day. One of the main reasons why cars move along Jasper Avenue is because it still is the fastest way to move, due to the one-way or construction snarls.

Improve noise/traffic pollution along the Avenue.

Remove all one-way streets in the immediate downtown area. The one-way streets in front of Canada Post particularly are confusing for anyone that is unfamiliar with the area. The city traffic planners should use the "visitor" as their criteria. If they feel confident that the "visitor" can find their way around comfortably due to good signs and good arteries (routes), then the design will work. Currently, visitors as well as Edmontonians ridicule our downtown traffic design.

Glare from copper facing is very bad for drivers at certain times.

Make Jasper Avenue into one-way traffic.

The turning lanes help provide easy access in the downtown.

Need bike routes in the downtown area.

Remove all one-way streets and left turns; this only adds to traffic congestion.

Change Jasper Avenue into a one-way street.

Review 104 Street traffic; divert traffic from the Avenue along the street.

Edmonton is an easy city to get around.

The city needs more bridges to keep the traffic flowing.

Remove bus lanes.

14.2 Business Survey

We must accept the fact that cars are here to stay; are used by the people with money and they will insist on using them. Possibly not to travel to work, but to go shopping as a couple or family not knowing exactly where they may need to go they will take their car.

It is necessary to open Jasper Avenue at 97 Street and change at 95 Street to two-way traffic.

Ban all motor vehicle traffic.

We just returned from three years in the Bay area. We found left turn-U-turn signals the primary improvement over our system to help congested traffic in the city.

Easier access in and out of downtown for vehicular traffic.

Take heavy traffic off Jasper like you had during construction of LRT. Use side over, use 102 Avenue. Leave parking and more meters.

Provide bike path. I'm going to work on a 10 speed for the last eight years and by bus in winter. My most satisfied customers are the ones not rushed by a meter or cursing spouse. Let people walk more.

14.3 On-street Survey

Finish construction and open up streets once and for all.

All one-ways are confusing.

It's too crowded.

Synchronize traffic lights.

Lessen congestion.

15.0 PARKING

15.1 City-wide Survey

Parking is inadequate and that's a problem that can't be corrected.

Parking rates should be reduced throughout the downtown area for shoppers. If people working downtown insist on taking their cars and parking them in a parking lot all day, let them pay the cost. However, Thursday and Friday evening and Saturday shoppers should pay only a nominal rate for the first three hours.

15.2 Business Survey

In Edmonton an automobile is essential. Free parking is offered at every shopping mall or plaza. People avoid coming downtown because of parking. The power of the law is abused downtown.

Most of my customers complain about parking.

Parking is a serious problem.

If they can park for 15 minutes in front or close to the store they want to go to, this would help - even free - no meter - just special patrol to enforce.

Need more and less expensive parking.

Remove short-term parking; increase bus transit.

Free parking would certainly stimulate an increase in shopping population. That is the main and only attraction of shopping malls.

Parking is Jasper Avenue's big problem.

Need more parking and access to stores.

Parking too expensive, not enough short time parking spots on street.

Re: cost - patients and/or retail customers find it no bargain to shop downtown when parking costs add to purchase costs.

Re: provision of parking - not since LRT construction.

Saturday's parking should be free to induce people to shop downtown. We constantly hear people remark that they avoid downtown because of parking.

Let the public know (through advertising) that the hassle to get around the downtown is over. Sweeten the approach with cheaper parking. They get it for free at the shopping centres. Don't increase the parking rates; reduce them.

I feel Jasper Avenue needs immediate parking on the street, this would decrease my customers' common complaint "there isn't any place close or inexpensive to park". This would increase the merchant's customers being lost to malls which offer free parking.

15.3 On-street Survey

It's hard to find a parking spot.

Parking in inconvenient.

Not enough inexpensive parking.

Why shop downtown when you can get parking at a mall for nothing.

Parking lots are dan[illegible].

Parking is way too expensive.

Should put angle parking on Jasper.

16.0 TRANSIT

16.1 City-wide Survey

The city needs better night bus schedules. If the buses ran for a longer time on Friday and Saturday nights, fewer people that have been drinking would be driving cars at 1 or 2 o'clock in the morning. Also, anyone going to 9 p.m. movies and for something to eat will miss the last bus schedules.

Extend the LRT.

Keep Transit Information on weekends open longer.

The present bus service. The price is fair and the schedules good. The city Transit should be applauded for their efforts to provide a good service for the public. However, they should be cautioned not to try to over extend the services which would raise the fare again. A fare increase will not be supported by the general public. At present the fare for students (U of A and colleges) should be further reduced. Some students, due to class scheduling, have to pay as much as $3.00 per day for bus fares.

Extend the LRT to the Parliament Buildings.

Improve bus service downtown. It is too slow, especially in the evenings.

16.2 Business Survey

Better access - LRT will help attract users.

LRT extensions would help.

Extend LRT services to south side and west end.

16.3 On-street Survey

Bus service is lousy.

Must extend the LRT if it's going to work.

Need more bus shelters that are heated.

Tried to call ETS for information this morning (a Sunday morning) and all I got was a recording. How the ____ do they expect people to use transit service if you can't find out which buses to use.

Bus stops don't identify which buses stop there.

17.0 GENERAL COMMENTS

17.1 City-wide Survey

Enjoys seeing the decorations at Christmas time.

Likes the underground planning. This modern concept of development is one of the best in Canada. I've worked underground in many cities.

Too much construction and unnecessary traffic along Jasper Avenue.

Speed up the improvements underway, then do not tear up Jasper Avenue for awhile. Give the people a rest and give them time to get used to going downtown again.

Fine people for littering and spitting on the sidewalks.

Improve downtown pollution; traffic, noise and garbage.

Enforce the completion of the Convention Centre quickly and certainly by the stated completion date not like most of the other projects.

Unnecessary speed traps are too costly. More speed traps should be implemented on main streets in the evenings and at night than during the day in residential areas.

Clean up empty buildings.

Have businesses such as car licensing, social insurance, etc., all downtown.

People downtown push senior citizens around; they are "disrespectful".

Telephone booths adjacent to bus shelters are required.

This survey is a good idea. Have enjoyed the interview.

City should make some restitution to businesses due to the constant construction and because they have not enforced policies to complete construction by the given time lines.

17.2 Business Survey

Due to LRT and building construction, there has been a general decrease in shopping traffic to downtown Edmonton.

Stores are being replaced by offices. We need more office-apartment combinations - buildings to keep people in the city core.

Sidewalk plants, small specialty shops (Gastown style - Vancouver), Sunday afternoon opening for all theatres and restaurants and specialty shops in summer months.

Jasper Avenue suffers by the general trend away from downtown shopping as the development of the huge malls are permitted in the suburbs.

Constant construction deters people from the area.

Business has suffered from street closures and LRT construction which will require some attraction to get people back on Jasper Avenue.

I feel that your focus on Jasper Avenue is short-sited. Please look at developments north and south of Jasper to provide people and services to downtown.

It's hard to comment with the street in such a mess, with the building projects going on.

If more people are attracted, businessmen will respond to serve the increased traffic.

Move the vendors off 103 Street and that, in turn, will eliminate an element that is most annoying to the particular area of Jasper Avenue and 104 and 105 Streets (include the Cecil clientele).

Difficult to answer survey as we are not a storefront and, secondly, I assume that the Jasper Avenue revitalization program was concentrated on downtown and not as far west as 109 Street.

What can you really do for Jasper Avenue?

We are very favourable to improvements on Jasper Avenue. Equally against the Rice-Howard Mall and similar developments.

Problem is that new building at 107 and Jasper received twice or three times the normal dedication to construction zoning than a private developer would have received. I checked with City of Edmonton Transit Engineers and they said that it was necessary and it became, in effect, dead storage and workers' parking. Reclaim the traffic lanes and pedestrian sidewalk between 6 and 7 and 106 Street. Situation is scandalous.

Business or development in downtown should expand beyond to 97 Street. We object to the mental block of using 97 Street as a divided line of downtown core. Do not use parking restrictions to keep the service businesses away from downtown core.

Good questionnaire. Keep up the good work. More public transportation, reduced parking, add public parks and restrooms. Create a pedestrian place along the length of the Avenue.

It has never been fully demonstrated to us that a Convention Centre provides an equitable cost benefit to downtown merchants other than drinking and entertainment sectors. Where do we benefit from our tax dollars?

Taxes should be lower. City Hall should cut their overhead, stop building stupid projects (Convention Centre), stop saving old buildings, have all shopping centres closed on Sunday and open only two nights per week.

I'd like to discuss personally these things.

This questionnaire cannot be answered totally because it seems to be aimed at retail merchants and not at offices.

There is no use in making the improvement suggested unless City Council stops approving regional shopping centres which aim to attract shoppers in the entire city rather than from their own area only and as long as the taxes in the downtown area are escalated as much as they are.

This questionnaire is obviously geared to the merchant and is not too applicable to the offices of a major pipeline company.

There have been several downtown business associations, but they don't endure. Hopefully this next one will.

Independent businesses forced out of Jasper Avenue due to high rents and high-rise buildings, raising small business locations and then charging higher rents for their space.

We are moving from this location to 124 Street, October 15, 1982. This survey would have been much easier to follow if the questions and pages had been in order.

Our business was hurt by Jasper being closed for the LRT. We look forward to the Convention Centre opening.

Jasper Avenue and downtown Edmonton will go the way of ___ as long as the Administration encourages regional shopping centres while increasing both business and real estate taxes along Jasper Avenue.

To the small businessman, there is a great need to attract the buying public to the downtown area.

I was really impressed by the fact you could not even get this survey stapled together in sequence.

Most of my clients are doctors in the same building.

Above concerns are subjective opinions. Due to the newness of operation the relative impact of Jasper Avenue on our restaurant is no where present.

If city taxes for other businesses are anything like the food servicing business, it is impossible for one to make a profit in this location; no wonder no one is improving their storefronts or extending hours. The City is responsible more than any other factor in reducing Jasper Avenue's prominence to shoppers. The developers of urban shopping centres are the only ones that can afford mass improvements, as their

taxes too are paid by the tenant in tax recoveries in advance. With continued high taxes and a lack of novel unique products and interior display, Jasper Avenue without Sunday activity will decline yet further no matter how many surveys are sent out.

We can't expect anything to happen as long as we have this _____ Council.

don't want any more money spent foolishly on man-made water falls and Convention Centres.

I belong to the Chamber of Commerce. We really appreciate your help; keep up the good work.

I have to do something and fast before it's too late.

It's one of the worst places I've ever seen, it's absolutely disgraceful.

It's too late.

Clean up the construction sites.

Finish construction.

APPENDIX IV

CHARACTERISTICS OF GROUPS SURVEYED

CHARACTERISTICS OF GROUPS SURVEYED

Tables 4.1 to 4.10 compare the responses given to the primary questions with the type of business responding.

In order to allow a more concise and meaningful analysis the business were grouped into six categories:

1) Food Services - includes businesses selling any food items; such as restaurants, cafeterias, delicatessens, etc.

2) Retail Sales - includes businesses selling any retail items, not services.

3) Personal Services - Includes any businesses selling personal services not professional services; dry cleaning, show repair, hair salons, barber shops, travel agencies, insurance companies, etc.

4) Financial and Professional Services - inlcudes banks, trust companies, architectural offices, engineering offices, doctors, lawyers, etc.

5) Entertainment - includes video arcades, theatres, cultural and art galleries, etc.

6) Automobile Sales and Services - includes service stations, automobile lots, etc.

It should be noted that when it came to cupporting Jasper Avenue improvements, Tables 4.1 to 4.5, the Financial and Professional Services category consistantly had a lower response rate thereby decreasing the overall average of support for Jasper Avenue improvements. Likewise the Financial and Professional Services category also indicated lower levels of support both financially and in terms of contribution of time and expertise; Tables 4.7 and 4.9. however, contrary to all the previous examples the Financial and Professional Service category provided the strongest support for a mall of all the categories.

TABLE 4.1

DESIRED PARKING IMPROVEMENTS BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	85.7
Retail Sales	88.0
Personal Sevice	82.6
Financial and Professional Services	78.7
Entertainment	66.6
Automobile Sales and Services	100.0

TABLE 4.2

SUPPORT FOR PEDESTRIAN ENVIRONMENT IMPROVEMENTS
BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	87.5
Retail Sales	80.4
Personal Services	82.6
Financial and Professional Services	77.2
Entertainment	100.0
Automobile Sales and Services	100.0

TABLE 4.3

DISSATISFIED WITH SHOPPING CHARACTER BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	87.5
Retail Sales	85.4
Personal Services	61.9
Financial and Professional Services	72.3
Entertainment	100.0
Automobile Sales and Services	100.0

TABLE 4.4

SUPPORT JASPER AVENUE IMPROVEMENT BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	93.3
Retail Sales	98.1
Personal Services	83.3
Financial and Professional Services	78.3
Entertainment	100.0
Automotive Sales and Services	100.0

TABLE 4.5

SUPPORT STOREFRONT IMPROVEMENTS BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	78.6
Retail Sales	75.0
Personal Services	76.2
Financial and Professional Services	71.4
Entertainment	60.0
Automotive Sales and Services	100.0

TABLE 4.6

SUPPORT FOR A MALL BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	40.0
Retail Sales	39.6
Personal Services	42.9
Financial and Professional Services	51.1
Entertainment	20.0
Automotive Sales and Services	0.0

TABLE 4.7

WILLINGNESS TO CONTRIBUTE FINANCIALLY BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	53.3
Retail Sales	59.4
Personal Services	30.0
Financial and Professional Services	33.3
Entertainment	100.0
Automotive Sales and Services	66.7

TABLE 4.8

INTERESTED IN COOPERATIVE PROMOTIONS BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	66.7
Retail Sales	69.4
Personal Services	42.1
Financial and Professional Services	41.7
Entertainment	83.3
Automotive Sales and Services	66.7

TABLE 4.9

WILLINGNESS TO CONTRIBUTE TIME AND EXPERTISE BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	57.1
Retail Sales	61.1
Personal Services	50.0
Financial and Professional Services	37.5
Entertainment	80.0
Automotive Sales and Services	66.7

TABLE 4.10

INTENSIONS TO RELOCATE BY TYPE OF BUSINESS

TYPE OF BUSINESS	%
Food Services	6.7
Retail Sales	18.4
Personal Services	0.0
Financial and Professional Services	8.3
Entertainment	0.0
Automotive Sales and Services	66.7

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

6.a. Is there a need to improve the amount or quality of parking for your customers?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	82.9	84.6	100.0	66.7	75.0	77.8	80.0	83.3	66.7	84.2	80.0	100.0	75.0	100.0	66.7	100.0
No	15.8	15.4	0.0	33.3	25.0	22.2	20.0	16.7	33.3	15.8	10.0	0.0	25.0	0.0	22.2	0.0
Undecided	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.0	0.0	0.0	11.1	0.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

9.a Is there a need to improve the pedestrian environment/ facilities on Jasper Avenue?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	82.4	83.3	100.0	100.0	66.7	78.1	80.0	78.9	33.3	94.7	100.0	61.5	100.0	88.9	71.4	100.0
No	16.9	16.7	0.0	0.0	33.3	21.9	20.0	21.1	66.7	5.3	0.0	38.5	0.0	11.1	14.3	0.0
No Answer	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.3	0.0

*Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

10.a Are you satisfied with the shopping character and image of Jasper Avenue?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	18.8	33.3	0.0	33.3	0.0	12.9	20.0	5.6	33.3	26.3	0.0	35.7	0.0	33.3	12.5	50.0
No	79.2	66.7	0.0	66.7	100.0	80.6	80.0	94.4	66.7	73.7	100.0	64.3	100.0	66.7	87.5	50.0
Undecided	2.0	0.0	100.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

10.b What do you consider Jasper Avenue's most positive features?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
City's Major Shopping Strip	9.6	18.2	100.0	33.3	25.0	10.0	20.0	0.0	0.0	10.5	0.0	0.0	0.0	11.1	0.0	0.0
Good Variety of Retail Uses	13.7	9.1	0.0	33.3	0.0	13.3	20.0	11.1	33.3	15.8	10.0	7.1	0.0	22.2	12.5	50.0
Exclusive Shopping Attracting Customers	5.5	9.1	0.0	0.0	0.0	3.3	20.0	5.6	0.0	0.0	10.0	7.1	25.0	11.1	0.0	0.0
Unique Historical/Architectural Character	2.7	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	14.3	0.0	0.0	0.0	0.0
Interesting Variety of Storefront Facades	3.4	0.0	0.0	0.0	25.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0
Unique Activity	4.1	0.0	0.0	0.0	0.0	3.3	20.0	0.0	33.3	0.0	10.0	14.3	0.0	0.0	0.0	0.0
Centre of City's Activity and Business	17.8	9.1	100.0	33.3	0.0	13.3	40.0	16.7	0.0	26.3	10.0	21.4	25.0	22.2	0.0	50.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

10.c How might the shopping character of Jasper Avenue be improved?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
More Retail Outlets Along Jasper Avenue	44.8	25.0	0.0	33.3	75.0	38.7	80.0	66.7	66.7	33.3	62.5	25.0	75.0	33.3	62.5	0.0
Coordinated Sales Promotions	30.8	0.0	100.0	33.3	75.0	45.1	20.0	44.4	0.0	22.2	37.5	41.7	0.0	11.1	12.5	100.0
Coordinated Store Front Design	17.5	8.3	0.0	0.0	25.0	16.1	20.0	33.3	0.0	16.7	37.5	8.3	0.0	22.2	12.5	0.0
Coordinated Store Signage	14.0	0.0	0.0	0.0	0.0	12.9	40.0	22.2	0.0	11.1	37.5	16.7	25.0	22.2	0.0	0.0
Business Directories Posted at Strategic Locations	43.4	25.0	100.0	0.0	0.0	48.4	60.0	38.9	66.7	55.6	62.5	50.0	50.0	0.0	50.0	100.0
More Variety of Shops	48.3	41.7	0.0	66.7	75.0	51.6	80.0	61.1	33.3	38.9	75.0	33.3	75.0	33.3	50.0	0.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

11. In general, do you feel improvements are required to attract more people to Jasper Avenue?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	89.6	100.0	100.0	100.0	100.0	90.0	80.0	89.5	33.3	94.4	100.0	78.6	100.0	88.9	75.0	100.0
No	10.4	0.0	0.0	0.0	0.0	10.0	20.0	10.5	66.7	5.6	0.0	21.4	0.0	11.1	25.0	0.0

* Note - Percentages were calculated on an individual block basis

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

15.a. Do you feel improvements to the appearance of storefronts are required?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	74.6	72.7	100.0	66.7	75.0	82.1	75.0	80.0	0.0	73.3	75.0	69.2	100.0	66.7	57.1	0.0
No	25.4	27.3	0.0	33.3	25.0	17.9	25.0	20.0	100.0	26.7	25.0	30.7	0.0	33.3	42.9	0.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

15.b. Would you be willing to participate in a program to encourage individual retail owners to improve their storefronts?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	60.2	72.7	100.0	33.3	50.0	58.3	60.0	78.6	0.0	61.5	75.0	40.0	100.0	75.0	16.7	0.0
No	20.3	9.1	0.0	66.7	25.0	25.0	20.0	7.1	100.0	15.4	0.0	20.0	0.0	0.0	50.0	0.0
Improvements not required	19.5	18.2	0.0	0.0	25.0	16.7	20.0	14.3	0.0	23.1	25.0	40.0	0.0	25.0	33.3	0.0

* Note - percentages were calculated on an individual block basis.

JASPER AVENUE BUSINESS SURVEY

LOCATION

QUESTION:

25.a. Do you intend to relocate your business?

RESPONSE	TOTAL	96 - 97 Street	97 - 98 Street	98 - 99 Street	99 - 100 Street	100 - 100A Street	100A - 101 Street	101 - 102 Street	102 - 103 Street	103 - 104 Street	104 - 105 Street	105 - 106 Street	106 - 107 Street	107 - 108 Street	108 - 109 Street	109 - 110 Street
Yes	11.0	0.0	0.0	33.3	0.0	10.0	0.0	11.1	0.0	23.5	10.0	14.3	50.0	0.0	12.5	0.0
No	60.0	60.0	100.0	66.7	100.0	50.0	40.0	50.0	66.7	58.8	70.0	57.1	50.0	88.9	62.5	50.0
Undecided	29.0	40.0	0.0	0.0	0.0	40.0	60.0	38.9	33.3	17.7	20.0	28.6	0.0	11.1	25.0	50.0

* Note - percentages were calculated on an individual block basis.

POOR

QUALITY

ORIGINAL